DOCUMENT RESUME

ED 184 548 IR 008 228

AUTHOR	Monroe, Margaret E.
TITLE	The Use of Print and Other Media in Nursing Homes of Wisconsin in 1975 and a Related Survey of Public Library Service to Older Adults.
INSTITUTION	Wisconsin Univ., Madison. Faye McBeath Inst. on Aging and Adult Life.
SPONS AGENCY	McBeath Inst., Milwaukee, Wis.
PUB DATE	78
NOTE	152p.; Best copy available.
EDRS PRICE	MF01/PC07 Plus Postage.
DESCRIPTORS	*Facilities; *Library Services; Library Surveys; *Nursing Homes; *Older Adults; *Public Libraries; Questionnaires; Surveys; Tables (Data); Use Studies
IDENTIFIERS	*Wisconsin

ABSTRACT

This is both a descriptive study of the physical and social climate of nursing homes for the use of print and other media, and a study of public library service to older adults and to residents of nursing homes in Wisconsin. It includes a detailed description of public library service to older adults and nursing home residents to provide a basis for design of more effective programs of service to the elderly. The survey questionnaire to nursing homes is designed to explore the physical facilities, the social climate for the use of print and media, and the professional readiness of nursing home staff and volunteers to support the use of those materials. The public library survey is designed to describe library services to nursing home residents in the context of the libraries' total program of services to older people. After providing a descriptive report based on the data gathered, problems, issues, and conclusions on nursing home use of media and on public library service are discussed and hypotheses for more formal research are identified. (Author/FM)

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THE USE OF PRINT AND OTHER MEDIA IN NURSING HOMES OF WISCONSIN IN 1975

and

A Related Survey of Public Library Service to Older Adults

by

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1978

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ACKNOWLEDGEMENTS

This study of the physical, social and professional climate of Wisconsin nursing homes for the use of print and other media by older residents was made possible by a grant from the McBeath Foundation of Milwaukee. Their support enabled not only a questionnaire survey but field visits to allow observation and interview to provide the context of understanding for interpretation of the data. The grant also permitted a parallel questionnaire survey of the services to older adults provided by the public libraries of Wisconsin, including their services to nursing homes of the State. The McBeath Foundation's interest and support is gratefully acknowledged.

The Faye McBeath Institute on Aging and Adult Life, through its director, Dr. Martin B. Loeb, its assistant director, Vivian I. Wood, and other staff members, provided the administrative support needed during the two-year period over which the inquiry extended. To Martin Loeb, to Vivian Wood, to Andrea Ernst, to Pauline Durrant, I extend my appreciative thanks. Additionally, Anita M. Burr, then on the faculty of the School of Social Work, lent invaluable guidance in the beginning stages of the inquiry, as did Rosemary Taylor Williams, then of the Dane County Program on Aging and now on the faculty of the School of Social Work.

The directors and staff of the public libraries in Eau Claire, Green Bay, Madison and Wilwaukee contributed important aid in discussion of their own programs of service to older adults, and in providing contacts with local community organizations, agencies and leaders in service to aging. Especially helpful were John Proctor, Ronald

Gorsegner, and Joyce Mitchell of the Eau Claire Public Library; Gerald Summers, Margaret Jaeger, and Gloria Wilcox of the Brown County Library in Green Bay; Margaret Stephenson, Head of the Homebound Service and Low Vision Center, and Lois Robinson, librarians of the Meadow Ridge Branch, of the Madison Public Library; Walter Reandeau, director of the Sun Prairie Public Library; Joan Sullivan, Outreach Librarian of the Dane County Library Services; Doris Nix, director of the "Over 60" Service of the Milwaukee Public Library; and Mary Leon Miller, Head, Regional Library for the Blind and Physically Handicapped in Milwaukee. Additionally, my gratitude goes to those many public librarians who responded to the survey questionnaire using time that was generously squeezed from more than busy schedules to make this general profile of library service to older adults available.

The multitude of contacts with Area Agencies on Aging, senior centers, retirement centers (including Methodist Hospital Retirement Center, Oakwood Village, and Attic Angels Retirement Center in Madison, and Fair Haven in Whitewater), rehabilitative centers, with representatives of the American Association of Retired Persons, the National Retired Teachers Association, FISH, RSVP, and other senior citizen organizations were of inestimable value in building a picture of the network of agencies with whom public libraries and nursing homes collaborate in serving the older adult.

Nursing home administrators and activity directors were most generous in their response to this study. Not only did 203 of the nursing homes complete the survey questionnaire from which data is drawn for this study, but four or five homes in each of the four communities visited gave time and valuable comment in interviews on their use of print and other media in the context of their activity programs. Especially helpful were Geraldine Schlect, social worker of the Colonial Manor Nursing Home (Madison); Ann Straub, activity director at Karmenta (Madison); Philip W. Grimmer, administrator of the

Milwaukee Protestant Home for the Aged; Benjamin Lane, administrator of the Milwaukee Jewish Home; Mildred Henning, administrator of Mt. Washington Home (Eau Claire); staff at the Syverson Lutheran Home (Eau Claire); and staff at the Americana Nursing Center of Green Bay-East.

My indebtedness to my research assistants is high: to Barbara Levine, who saw the survey instrument to completion and distribution and who organized the data and saw it through computer summarization and analysis; to Rachel Smith, who developed the text for the first chapter, "Wisconsin's Older Population: A Profile;" to Lynne Erickson, who organized data and drafted segments of the report; to Alison Landers, who provided drafting and bibliographic help with the text in its final draft and typing.

And to Grace Miller, the faculty secretary in the Library School, my gratitude for her sustained interest in the study, her meticulous production, and her astonishing and admirable capacity to meet impossible deadlines!

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January 1977

INTRODUCTION

The Relationship of Nursing Homes to Use of Media

In the past thirty years the nursing home has become an institution in the United States in which over 25% of the population currently may expect to spend some time, and most of those who enter a nursing home will conclude their lives in that setting. The 1970 U. S. Census showed 20,050,000 Americans aged 65 years and over, five percent of whom in that year were living in institutions.[1] There are important implications of these facts for the quality of life in our society, a major one being that one out of four persons may expect to make the major shift in role from independence or dependence upon family or close personal friends to dependence upon an institution which is charged with an impersonal responsibility for the welfare of its residents. This major shift in roles for the nursing home resident is a concern of good nursing home administrators and staff,[2] and encourages their attempts to sustain a productive lifestyle for each resident in whatever way possible.

Standards for nursing homes in Wisconsin emphasize need for a sustained activity program to maintain physical and mental health, as well as therapy programs to restore such health to those who may need it.[3] Activity programs are the vehicle by which the resident's way of life is given normalcy, and balances the therapeutic and health care routines associated with dependent living in the institutional environment. Such activity programs draw heavily on agencies and other community resources which residents, if they were living independently, would normally expect to use: churches, educational programs, recreation programs, and so forth.

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[1] Cleveland Public Library. National Survey of Library Services to the Aging. (Final Report, Contract No. EG-071-4665). Washington, D.C.: U.S. Department of Health, Education and Welfare, Office of Education, December, 1971.

[2] Interview with Philip W. Grimmer, Administrator, Milwaukee Protestant Home for the Aged, July 10, 1975.

[3] Wisconsin Administrative Code. Nursing Home Rules. Madison: Department of Health and Social Services, December 1974.

Public libraries throughout the United States have responded to the need to sustain services to older persons who have moved to nursing homes.[4] Of the more than million institutionalized adults in the United States, over 400,000 have had some high school education or better, and with each year the educational level of the older adult rises as the better educated generations move into this age group.[5] A study in 1963 showed 61% of people over 65 years of age spend some time each day in reading, while 70% watched television daily.[6] Reading and the use of media, then, is part of the lifestyle for most of the elderly, as it is for younger generations, and public library services of books and non-print media represent an important resource for the nursing home activity program in sustaining normalcy for nursing home residents.

Reading and the use of media by people over 65 years of age and living in nursing homes has a major significance for society and for those individuals with established reading and media use habits.[7] Continuance of the media activity patterns of maturity may well enable earlier adjustment to the major shift in role which group living entails. Further, as contact with the world outside the institution is held open through the experience of the media (books, magazines, newspapers, radio, television), the older person may well suffer less the shock of role deprivation and maintain an alert, realistic view of life. Mental health for some of the individual residents, then, as well as a more stimulating environment for the group of residents as a whole,

[4] Cleveland Public Library. National Survey of Library Services to the Aging.

[5] Eleanor Phinney, ed. "Library Services to the Aging," Library Trends, 21 (January, 1973):359-458.

[6] Wilbur Schramm, "Aging and Mass Communication," In Aging and Society, Vol. II: Aging and the Professions, ed. by Matilda White Riley and others. (New York: Russell Sage Foundation, 1969), pp. 352-375.

[7] William S. Gray and Bernice Rogers, Maturity in Reading, Its Nature and Appraisal. (Chicago: University of Chicago Press, 1956).

seems a likely potential of a sound nursing home program of reading and media use. Since apathy and loss of mental tone is a major concern of institution living for older people, the promise of such a program deserves fuller exploration.

While a relationship between the use of print and other media and the adult's social role has been identified by William S. Gray and Bernice Rogers, the nature of the link in the older years and in the situation of institutional living has not yet been studied. As a first step toward such research, this descriptive study of the physical and social climate of nursing homes for the use of print and other media has been made.

It was necessary at the same time to explore in a parallel study the public library service to older people and to residents of nursing homes in Wisconsin, since in Wisconsin and throughout the nation, public library service has been a source of reading materials, talking books and other media to supplement the personal radio and group television typically available in nursing homes. Further, public library bookmobile and shut-in service provide significant contacts for nursing home residents who use them. This study had as its second purpose, then, a detailed description of public library service to older adults and nursing home residents to provide a basis for design of more effective programs of service of significance to older adults.

The long-range focus of this study is the development of adequate public library services to older adults and nursing home residents for whom reading and media have had, or may be able to have, an important part in sustaining identity and providing a link to society and the world outside the immediate environment, and to prove a positive factor in the quality of life for those 65 years and older. Because nursing homes are such an important factor in the lives of a significant number of older adults, their role in the use of media and in collaboration with the public library service program is given chief focus here.

The Design of the Survey

The construction and pretesting of the survey questionnaire for gathering data on nursing home environments for the use of print and other media and on public library service to older adults involved many contacts, during the 1974-75 academic year, with nursing homes and with public libraries known for their service to older adults and to nursing home residents. The Wisconsin Council of Homes for the Aging (proprietary homes) and the Wisconsin Association of Nursing Homes (non-profit homes) cooperated in providing support to this survey.

The instruments were put in final form in late May, 1975, and the data was gathered in June, 1975. During July, the chief investigator interviewed librarians, nursing home staff, and staff in other senior service agancies in four cities: Madison, Milwaukee, Eau Claire, and Green Bay. These interviews provided the investigator with a first-hand observation and personal contact with a wide range of quality in nursing home book and media service, and with a sense of the situation of older adults in typical community environments in a diversity of urban settings. This intensive "living in the world of the old" was useful sensitizing experience for understanding and interpreting the data gathered by the survey instruments.

The survey questionnaire to nursing homes was designed to explore, first, the physical facilities, including room arrangement, reading light, location and control of books and media; then secondly, the social climate for the use of print and media, including activity programs, the extent of resident involvement in a diversity of community activities such as voting and church attendance; and finally, the professional readiness of nursing home staff and volunteers to support the use of print and media. It was assumed that each of these three aspects of the nursing home environment could determine whether or not residents were able to use print and other media, and would provide a background of information useful to public librarians designing their services to nursing home residents. Staff estimates of resident use of print and other media were sought to provide a current profile, as well as report of specific public library services used and wanted. Finally, staff assessment of factors that encourage or discourage use of books and other media was sought.

The public library survey was designed to describe library services to nursing home residents in the context of the libraries' total program of services to older adults. It seemed important to trace the development of this area of service over the past ten years, in terms of services developed, financial support, and problems faced in the evolution of this area of service. Finally, it was important to secure public librarians' insight into the directions for future growth of public library service to aging.

The questionnaires were long and detailed*, with the enthusiastic interest of the pretest situations obscuring the realities of responses likely when the questionnaires were delivered impersonally through the mail. As a result, there were some questions too seldom completed to allow a reasonable use of the partial data gathered. Nevertheless, the reasonable proportion of completed questionnaires provided ample data for the detailed profiles which make up the body of this report.

The Nursing Home Sample

Survey forms were mailed to all 509 nursing homes licensed by the

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*See Appendices A and B.

Wisconsin Department of Health and Social Services in 1975.[8] Of these, 203 nursing homes responded, representing a 40% self-selected sample. The responding sample represented the total nursing home population in nearly equal proportions both in size categories and in ownership categories.

TABLE 1.--Nursing Home Sample Compared With Total Licensed Homes-1975[9]

Size (No. residents)	Wisconsin Nursing Homes	Sample Wis. Nursing Homes
25 or less	53 (10%)	16 (8%)
26-50	102 (20%)	34 (17%)
51-100	148 (29%)	63 (31%)
Over 100	206 (41%)	90 (44%)
TOTAL	509 (100%)	203 (100%)
Ownership		
Governmental	102 (20%)	32 (16%)
Proprietary	263 (52%)	97 (48%)
Non-profit private	144 (28%)	74 (36%)

Of the responding sample, only 8% of the nursing homes identified themselves as strictly "skilled care" homes, representing care of the seriously handicapped or ill, while 24% of the sample nursing homes indicated provision of care strictly at the intermediate level, representing care of those more independent and able. Sixty-eight percent (68%) of the sample of nursing homes identified themselves as providing care at both skilled and intermediate levels. In short, 92% of the responding nursing homes include care of residents with some degree of independence and ability, and therefore more probable users of books and other media. Estimates by the responding nursing homes showed about 9,700 residents requiring skilled care and 8,176 at intermediate care level. A precise comparison of the sample with the total nursing home structure in Wisconsin is not possible, since standard nursing home statistics are drawn with less precision, showing 62% skilled care, 31% intermediate care, and 7% personal care (limited care) institutions, but no accounting for varying levels within a single institution. There is no doubt, however, that the self-selected sample was strongly weighted in favor of nursing homes with residents capable of using library resources and in favor of those who do utilize public library services. While public library statistics generated by this survey pretty clearly indicate library service provision to 50% of the nursing homes of Wisconsin, the self-selected sample of responding nursing homes showed 84% using public library services.

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[8] Directory of Nursing Homes and Residential Care Facilities Licensed in Wisconsin July 1, 1975. Division of Health, Wisconsin Department of Health and Social Services, 1975.

[9] Ibid. for information on total Wisconsin nursing homes.

It seems reasonable to conclude, however, in the light of the general conformity of the sample to the total population of nursing homes in terms of size and government, that in other respects the sample reflects the overall picture of Wisconsin nursing homes, with the exception of smaller homes somewhat less well represented, and the non-profit private homes somewhat better represented.

Public Library Sample

Survey forms for public libraries were mailed to a stratified random sample of 139 Wisconsin public libraries that included: (1) all public libraries with professional staff (85), and (2) public libraries without professional staff on the following basis: to the library in the largest community in each of the sixteen projected publice library system areas; then, to every seventh library in the alphabetical listing in the Public Libraries Directory of the Wisconsin Division for Library Services and Construction Act grants for programs to older adults. Of the total 342 public libraries in Wisconsin, the 139 libraries receiving the survey questionnaire represented a 40% sample.

Of the group sampled, 89 returned completed forms for a 64% return. Of the 85 public libraries with professional staff, 75 returned completed forms for an 88% response. The excellence of the return from libraries with professional staff made it possible to report findings as representing the whole of Wisconsin public libraries with professional staff, and often this has been done under the heading "Selected Libraries." The five percent (5%) representation of all 257 libraries without professional staff (or a 26% return from the one-in-five sample drawn from that group) did not justify a separate summary of data from that group of libraries.

TABLE 2.--Public Libraries Sampled in the Survey, June 1975

Category of Library	Total No. in Wisconsin	No. Drawn in Sample	Responding Libraries Number	Responding Libraries Percent	Selected Libraries
With professional staff	85	85 (100%)	75	88%	
Without professional staff	257	54 (21%)	14	26%	
Urban			58		52 (90%)
Suburban			14		12 (86%)
Rural			17		11 (65%)

Rural libraries, then, are somewhat underrepresented in this survey, as well as public libraries lacking any professional staff member. But urban and suburban libraries, and libraries with professional staff, are probably more than adequately pictured in the profile of service to older adults in Wisconsin.

Retirement Centers and Other Senior Centers

While early planning of the study invited a further parallel study of retirement centers, housing for the elderly, and senior centers, the unique environments of each of these categories began to make clear the need for a separate study at some other time. Exploratory steps with retirement centers encouraged the distribution of a questionnaire to the inevitably less than complete list of such centers in Wisconsin; a .56% response of usable returns led to the decision to postpone this study until a more accurate study of reitrement home environments could be made on which to base an inquiry.

The Report

This report of the survey study, based on 1975 data, is designed to provide a detailed description of the Wisconsin population of older adults; the Wisconsin nursing home environments for the use of print and other media, with related factors of nursing home lifestyle that measurably affect their use; and the public library programs of service to older adults, within which service to nursing homes is developed. Problems, issues and conclusions on nursing home use of media and on public library service to older adults and residents of nursing homes are discussed after the descriptive reports, and hypotheses for more formal research are identified.

Overview of Findings and Recommendations

Findings

Reading and the use of books were a regular activity of approximately one-third of the nursing home residents in Wisconsin in 1975, as estimated by nursing home directors and staff. Books were a significant aspect of the lifestyle of perhaps 15% to 20% of residents, who read books at least three times a week or had others read to them. Magazines and newspapers are read regularly by 35% of residents. Two limitations on use of print emerged from the study: (a) while Wisconsin Nursing Home Rules require that all residents have reading lamps in their rooms, only 71% of homes report that 50% or more residents are so supplied; and (b) the approximately 400 nursing homes, either not responding to the survey or reporting no loan services from public libraries, may well be relying for print resources primarily on gift books, providing collections not necessarily meeting the reading interests and needs of the residents. Action on these matters is clearly needed by nursing homes and by public libraries.

While radio and television sets are usually available to nursing home residents and are widely used, fewer than 25% of residents have control over the selection of what they view and hear. Selective use of media is enabled by ownership of personal radio or television sets, or by control over the centrally located sets. Selective viewing for optimum information, education and recreation is therefore available to only one-quarter of nursing home residents. Deprivation of purposeful, individually-selected media use ignores the potential of media for mainstreaming institutionalized older adults. Development of small, compatible listening and viewing groups that make congenial selection the basis for media use is recommended as a possible basis for redesign of television and radio use in nursing homes.

No librarians were reported on the staff of Wisconsin nursing homes. Social workers, occupational therapists, and recreation and activity directors serve as "librarian surrogates," selecting and showing films, assisting residents in selection and use of large print books, Talking Books, and other forms of media. Staff training for these functions is needed, and a program of active collaboration between the "librarian surrogate" and local public librarians is essential. The compatibility of view of nursing home staff and public librarians on the role of reading in the lives of older adults, a finding of this study, provides a sound basis for such collaboration.

The survey of public library service to older adults included in this report demonstrated that services to nursing homes is a major thrust, with 71% of Wisconsin public libraries providing such services and 50% of nursing homes in the state receiving such service. Library service to senior centers is the next most widespread context of public library service to group centers for older adults, and only 57% as many public libraries provide such service.

Large print books and periodicals, Talking Books, homebound delivery, film loans, and deposit collections are the major forms of service adapted to older adults by Wisconsin public libraries. There are, nevertheless, a wide diversity of group services available from some public libraries, and these are the kinds of service which nursing homes reported greatest interest in adding, specifically book talks, book discussion, film showings, and music programs.

Service to older adults, and especially to nursing homes, has been a major impetus to cooperative community planning for a significant percentage (16%-35%) of Wisconsin public libraries. About half the public libraries have a specific structure for service to older adults, so that nursing home directors and staff can reasonably expect a liaison library person may have been designated to work with them in developing a cooperative service.

Programs of library service to aging developed under foundation, state and federal grants have been paralleled by as many additional programs in other libraries not so funded. Grant money over a ten-year period (1965-1974) was almost equalled in amount by library fund commitments to service to aging in the single year 1974. However committed public libraries are to this area of service, it is clear that programs of library service to aging are provided on a narrow margin of funds and staff. The growing older population, with their increasing readiness to use library resources, suggest a new social priority to which library budgets must begin to adjust.

Recommendations

1. Increased collaboration of nursing homes with public libraries in creating improvements in residents' use of print and other media is the major recommendation to emerge from this study. Public library collections and services within nursing homes; residents' regular visits to public libraries for browsing, borrowing and group programs; and joint planning between public librarians and nursing home staff: these are three important recommendations.

2. Physical facilities in nursing homes requiring action include:
    (a) Provision of reading lamps with adequate light for use of print, to meet Wisconsin nursing home standards;
    (b) development of book shelving in residents' rooms;
    (c) designation of space for a library collection that does not compete with crafts, games, meals or other conflictual activities.
3. Enhancing the social climate for the use of print and other media can be developed collaboratively with public library service and through creative programming by nursing home activity directors. Activities that encourage purposeful viewing and independent selection of media programs and print resources are recommended as adding significant meaning to daily living in a nursing home.
4. Strengthening the professional climate created by the nursing home staff for the use of print and other media is recommended by
    (a) specific designation of staff responsiblity in this area:
    (b) training required of such staff for skillful utilization of print and other media with residents, both individually and in groups.
5. Enriching the basis for choice (of books, films, art and so forth) in the lives of nursing home residents, where diminishing choices are inevitable, is a recommended focus for public library service to aging in the institutions.
6. Research and development projects in use of print and media in nursing homes, with nursing home residents, and in related group living centers for older adults, are recommended. Focus on developing

models of service using librarians with "librarian surrogates" is recommended.

A Final Word of Introduction to This Study

While Wisconsin nursing homes, public libraries and older population are the focus of this study, it seems likely that what is true in this state will have its parallels elsewhere in this homogenized nation. The depth of this study permits levels of detail that might not be as easily replicated on a broader scale, but might suggest comparable studies in other areas. In the meantime, this study may serve as an introduction to the environments for library service to nursing home residents and institutional activity/recreation programs, and suggest directions for development to both public librarians and nursing home administrators.

Chapter I

WISCONSIN'S OLDER POPULATION: A PROFILE

That proportion of the total U.S. population which is sixty-five years old and older has increased dramatically in the last one hundred years. In 1870, only 2.9% of the total population was sixty-five years old and older as compared with a 9.9% proportion of older persons in the 1970 U.S. census.[1] For Wisconsin, the proportion of older persons in the total population is even greater--10.7% of the whole.[2]

What are the characteristics of older people in general and of Wisconsin's older population specifically? Where do they live? What is the composition of the older population by age, sex and race? What is their level of educational attainment? What is the economic status of the older population? What percentage are hampered by poor health or reduced abilities? How do older people spend their time? How satisfied with life in general is the older population? The answers to such questions are important to all who deal with older persons.

Because the particular concern of this study is the older person's use of books, magazines, newspapers, radio, television and other media, this chapter will deal in depth with the proportion of older persons who use these media as well as those abilities and backgrounds which enhance the use of media. Problems such as the convenience of libraries and transportation difficulties will also receive attention.

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[1] U.S., Department of Health, Education, and Welfare, Social and Rehabilitation Service, Administration on Aging, Facts and Figures on Older Americans: The Older Population Revisited (First Results of the 1970 Census), no. 2, SRS-AOA Pubn. No. 182 (March, 1971), p. 1.

[2] Mid-Continent Surveys, Inc., The Needs of Wisconsin's Older People: An Assessment of the Social Status of Wisconsin's Elderly Through Social Indicator Methodology, 2 vol. Prepared for the Wisconsin Department of Health and Social Services, Division on Aging and Division of Family Services (Minneapolis, 1971), 1:I-1.

Population Distribution

Like its total population, Wisconsin's older population is concentrated in the southern and eastern parts of the state.[3] Approximately 17% live in Milwaukee and 23.9% live in rural "not a place" areas. The remaining 59% live in places ranging in population from under 2,500 to 50,000-249,999.[4] A noticeably greater percentage of elderly live in towns of less than 2,500 population, compared with the percentage of younger people living in small towns. (See Table 1)

TABLE 1.--1970 Population Distribution, Wisconsin Residents

		Aged 65 and Older	
Classes	All Ages	All Persons	Non-Inst.
Milwaukee	16.2%	16.7%	17.1%
50,000 to 249,999	16.5	15.4	15.4
25,000 to 49,999	10.0	9.2	9.3
2,500 to 24,999	21.7	22.1	21.8
Under 2,500	8.5	12.6	12.5
Rural	27.1	24.0	23.9

SOURCE: Mid-Continent Surveys, Inc., The Needs of Wisconsin's Older People: An Assessment of the Social Status of Wisconsin's Elderly Through Social Indicator Methodology, 2 vol. Prepared for the Wisconsin Department of Health and Social Services, Division on Aging and Division of Family Services (Minneapolis, 1971), v. I., p. I-6, table 3.

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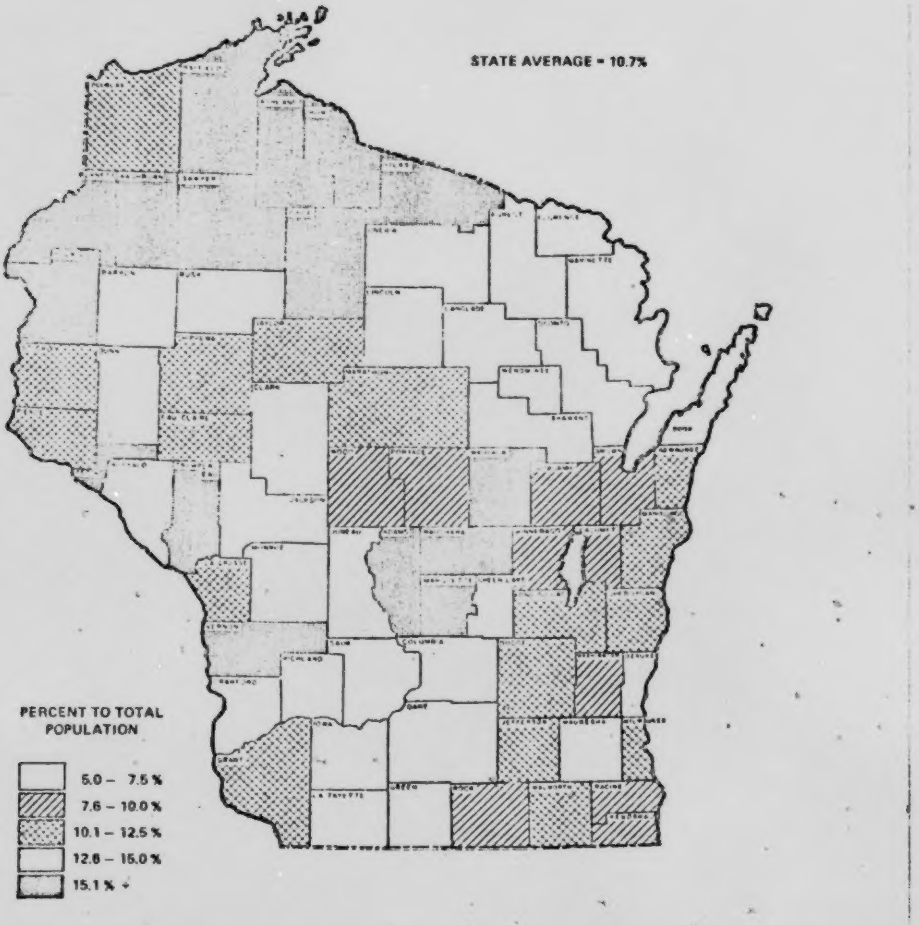
[3] Ibid., 1:I-2.

[4] Ibid., 1:I-6.

In sixteen Wisconsin counties the proportion of older persons in the total population is very high--over 15%: Adams, Ashland, Bayfield, Burnett, Iron, Marquette, Pepin, Polk, Price, Sawyer, Trempealeau, Vernon, Vilas, Washburn, Waupaca, and Washara.[5] (See chart 1)

CHART 1.--Wisconsin Age Distribution, Over Sixty Four Years 1970



SOURCE: Ruth Baumann, Public and Private Partnership for Older Americans (Madison, Wisconsin: Institute of Governmental Affairs, University of Wisconsin--Extension, December, 1971), p. 7.

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[5] Ruth Baumann, Public and Private Partnership for Older Americans (Madison, Wisconsin: Institute of Governmental Affairs, University of Wisconsin--Extension, December, 1971), p. 7 and pp. 29-30.

The ratio of elderly persons to the number of persons in the working force (age twenty through sixty-four) is represented by an "elderly dependency ratio", which is computed as follows:

$$\frac{\text{No. Persons 65 and Older}}{\text{No. Persons 20-64}} \quad \text{X} \quad 1000$$

The elderly dependency ratio for Wisconsin as a whole is 216. Within county boundaries, Waukesha County has the lowest elderly dependency ratio (129); Marquette County has the highest (409).[6]

Race

Wisconsin's older population is almost entirely white. Less than one per cent (0.9%) are Negro, compared with 7.8% of the U.S. population sixty-five years old and older who are Negro.[7] (See Table 2)

TABLE 2.--1970 Racial Composition of Population: U.S. and Wisconsin

	All Ages		Aged 65 and Older	
Race	U.S.	Wisconsin	U.S.	Wisconsin
White	87.4%	96.4%	91.4%	98.7%
Negro	11.2	2.9	7.8	0.9
Other	1.4	0.7	0.8	0.4

SOURCE: Mid-Continent Surveys, Inc., The Needs of Wisconsin's Older People, 1:I-6, table 4.

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[6] Wisconsin Resources for the Elderly: Agency Trends and Audiences, by Donald E. Johnson, Chairman Department of Rural Sociology, University of Wisconsin, Madison, Wisconsin, and Dorothy Sennett, Planning Specialist, Division on Aging, Wisconsin Department of Health and Social Services, (Madison, Wisconsin: Division on Aging, Wisconsin Department of Health and Social Services, March, 1973), p. I-5.

[7] Mid-Continent Surveys, Inc., The Needs of Wisconsin's Older People, 1:I-6.

Fewer females are represented in Wisconsin's elderly population than are represented in the U.S. older population as a whole. Only 56.3% of Wisconsin's older population is female, compared with 58.1% females in the U.S. population aged sixty-five and older.[8] (See Table 3)

TABLE 3.--Sex of Persons Sixty-Five Years and Older: Wisconsin and U.S., 1970

Sex	U.S.	Wisconsin
Male	41.9%	43.7%
Female	58.1	56.3

SOURCE: Mid-Continent Surveys, Inc., The Needs of Wisconsin's Older People, 1:I-8, table 5.

Age

Nearly one-third (32.9%) of Wisconsin's older population is in the sixty-five to sixty-nine age group as compared with 34.9% in this age group for the U.S. as a whole. Forty per cent of Wisconsin's elderly is over seventy-five years of age as compared with 38% of the older population for the U.S. as a whole.[9]

The median age of persons sixty-five years and older in Wisconsin is 73.0 years. For females, the median age is slightly higher; for males, slightly lower.[10]

Foreign Born

At the time of the 1970 census, 12% of Wisconsin's population age sixty-five and older was foreign born, compared with only 3% of the adults ages twenty-five to sixty-four in Wisconsin who were foreign born. The higher proportion for the older population undoubtedly reflects the large influx of immigrants into this country around the turn of the century. (See Table 4)

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[8] Ibid., 1:I-8.

[9] Ibid.

[10] Ibid., 1:I-9.

TABLE 4.--Wisconsin's Foreign Born Population: Adults Age Twenty-Five And Older, 1970

Age Range	Total Population	Foreign Born	% Foreign Born
25-29	269,704	5,992	2%
30-34	234,418	6,319	3%
35-39	228,517	6,206	3%
40-44	244,012	6,658	3%
45-49	241,611	7,079	3%
50-54	232,169	5,171	2%
55-59	217,065	8,760	4%
60-64	189,546	12,722	7%
Total	1,857,042	58,907	3%
65-69	156,307	15,276	10%
70-74	128,245	14,160	11%
75-79	94,200	11,820	13%
80-84	56,594	10,059	18%
85-older	37,392	7,203	19%
Total	472,738	58,586	12%

SOURCE: Derived from U.S. Bureau of the Census, Census of Population: 1970, General Population Characteristics, Final Report, PC (1)-B51 Wisconsin.

Household Composition and Marital Status

The percentage of older persons in Wisconsin who were married at the time of the 1970 census was 51.6%.[11]

In 1971, a survey of Wisconsin's non-institutionalized older population (age sixty-five and older) was completed by Mid-Continent Surveys, Inc. of Minneapolis for Wisconsin's Department of Health and Social Services. A randomly selected sample of two thousand respondents allowed survey results to be projected to Wisconsin's total non-institutionalized population age sixty-five and older. Living arrangements among those surveyed were as follows:[12]

Married, live with spouse only	51%
Live alone	23%
Live with children (with or without spouse)	14%
Live with other relatives (with or without spouse)	8%
Live with unrelated persons (with or without spouse)	3%

In rural areas, only 17% of Wisconsin's older residents live alone. Proportionately more (18%) live with children in rural areas.[13]

A larger proportion of women than men live alone:[14]

	Male	Female
Live alone	12%	33%
With spouse only	66%	39%
With other persons (with or without spouse)	22%	28%

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[11] Ibid., 1:I-12.

[12] Ibid., 1:I-13.

[13] Ibid.

[14] Ibid.

As age increases, larger proportions of Wisconsin's elderly live alone. Fewer are married:[15]

	Age 65-69	Age 85-Older
Live alone	18%	35%
With spouse only	57%	16%

Social Relations

A sizable proportion of Wisconsin's elderly have very little contact with other people. At the time of the Mid-Continent survey, 14% had not visited in person with anyone during the previous week and 15% had visited with someone only once. Seventeen per cent had not talked on the telephone with a friend or relative during the previous week and 7% had talked with someone only once. Seven per cent had no one they could 'trust and confide in.'[16]

Twenty-four per cent reported they were "occasionally" lonely. Seven per cent said they were "quite often" lonely. These answers varied substantially according to marital status. Of the widowed older Wisconsinites, 51% were either "occasionally" or "quite often" lonely, compared with only 20% of the married segment, and 31% of those divorced, separated or single who reported either occasional or frequent loneliness. Additionally, 57% of those living alone said they were "occasionally" or "quite often" lonely. Subjective feelings of loneliness increase as age increases; decrease as household income increases.[17]

In 1974, Louis Harris and Associates conducted a survey of U.S. adults ages eighteen and older with regard to aging. Respondents were asked which problems on a given list were "very serious" to themselves personally. On the question of loneliness, a decidedly higher proportion (12%) of Americans age sixty-five and older said that loneliness was a "very serious" problem for them personally than the proportion (5%) of the adults age eighteen to sixty-four who reported loneliness as a "very serious" problem. For all persons sixty-five and older, loneliness as a "very serious" problem was outranked only by "not having enough money to live on" (15%), "fear of crime" (23%) and "poor health" (21%).[18] (See Table 5)

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[15] Ibid.

[16] Ibid., 1:V-1.

[17] Ibid., 1:V-4.

TABLE 5.--"Very Serious" Problems for Public Sixty-Five and Over Compared With Public Eighteen to Sixty-Four, U.S., 1974

	18-64	65+	Net Difference
Not having enough money to live on	18%	15%	- 3
Fear of crime	15	23	+ 8
Not enough job opportunities	11	5	- 6
Poor health	10	21	+11
Not enough medical care	9	10	+ 1
Not enough education	7	8	+ 1
Poor housing	7	4	- 3
Loneliness	7	12	+ 5
Not feeling needed	5	7	+ 2
Not enough friends	4	5	+ 1
Not enough to do to keep busy	4	6	+ 2
Not enough clothing	4	3	- 1

SOURCE: Louis Harris and Associates, Inc., The Myth and Reality of Aging in America (Washington, D.C.: The National Council on the Aging, Inc., 1975) p. 37.

Proportionately more older persons of low income and older persons of lesser education reported a "very serious" personal problem of loneliness to the Harris interviewers. Level of income was related more closely to the degree of loneliness than was the level of education.[19]

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[18] Louis Harris and Associates, Inc., The Myth and Reality of Aging in America, p. 37.

[19] Ibid., p. 130 and p. 139.

Income and Economic Well-Being

The median 1970 household income reported by retired couples in Wisconsin at the time of the Mid-Continent survey was $3,746. This is slightly higher than the "lower" budget ($3,109) computed by the Bureau of Labor Statistics according to the cost of living in the spring of 1970 for retired couples living in U.S. urban areas, but is less than the "intermediate" budget ($4,489) computed by the Bureau for the same time period.[20]

Subjectively, however, those older persons interviewed for the survey were fairly optimistic concerning their economic situations. Fully 54% believed that what they owned and the money coming in would be "enough" for future needs. Only 14% believed that their resources would not be enough. About a third (32%) were cautious--in the "don't know" or "depends on the future" categories. Other indicators were fairly favorable: only 14% of Wisconsin's elderly had any debts. Seventy-eight per cent owned their own homes. Thirty-seven per cent had assets of $20,000 or more.[21]

Housing and Neighborhood

The Mid-Continent survey included a number of questions related to the quality of housing and neighborhood. Some of the findings bear upon what we assume to be conditions conducive to the securing and using of media. At the time of the study, 94% of Wisconsin adults, age sixty-five and older had private telephones. Only 4% had no phone available to them. Ninety-two per cent reported that they had enough electric lighting to be able to do the things they liked to do. Twenty-three per cent were bothered by sound or noise outside the buildings where they lived. The proportion bothered by outside noise was higher for Milwaukee (34%); lower for rural areas (16%). Only 5% of these non-institutionalized older persons did not have as much privacy as they would have liked. The distribution on the question of privacy was similar across all categories of the older population.[22]

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[20] Mid-Continent Surveys, Inc., The Needs of Wisconsin's Older People, 1:II-3, and U.S., Department of Labor, Bureau of Labor Statistics, Three Budgets for a Retired Couple in Urban Areas of the United States, 1969-70, Supplement to Bulletin 1570-6 (1971), p. 1.

[21] Mid-Continent Surveys, Inc., The Needs of Wisconsin's Older People, 1:II-2 and II-3.

Work

At the time of the Mid-Continent survey, 83% of Wisconsin's older people did not have paid employment. Of the total interviewed, 9% would have liked a job, 20% believed themselves unable to work and an additional 54% did not want to work.[23]

Health and Abilities

Older persons surveyed in the Wisconsin study were asked if they had difficulty doing certain tasks. The ability to perform some of these tasks is particularly relevant to the use of media and to the use of libraries. Thirty-one per cent had difficulty "going up and down stairs." Other difficulties reported included "hearing people talk" (23%), "seeing to read a newspaper or book" (14%), "getting outside the house" (13%), "hearing over the telephone" (12%) and "getting around the house" (11%).

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[22] Ibid., 1:III-7,8,9.

[23] Ibid., 1:V-6.

Those of advanced years had considerably greater difficulty with certain of these tasks. For example, among those age eighty-five and older, a high percentage had difficulty "going up and down stairs" (56%), "getting around the house" (29%), "getting outside the house" (36%), "seeing to read a newspaper or book" (37%), "hearing over the telephone" (37%) and "hearing people talk" (47%).[24] (See Table 7)

TABLE 7.--Proportion of Wisconsin's Elderly Who Have Difficulty in Performing Routine Tasks, 1971

		Age of Respondent					Sex	
	State Total	65-69	70-74	75-79	80-84	85+	Men	Women
Sample size	2762	846	815	579	368	139	1218	1544
Getting around the house	11%	7%	9%	13%	18%	29%	8%	14%
Going up and down stairs	31	23	27	36	41	56	23	38
Getting outside the house	13	7	10	17	20	36	9	16
Bathing and washing	9	5	7	10	14	26	6	11
Dressing and putting on shoes	7	5	6	7	12	16	7	8
Seeing things on television	7	4	5	8	15	18	5	9
Seeing to read a newspaper or book	14	7	11	16	24	37	10	16
Hearing over the telephone	12	6	8	13	23	37	17	8
Hearing people talk	23	14	21	24	38	47	28	19
Working around the house	19	12	15	24	24	37	14	22

SOURCE: Mid-Continent Surveys, Inc., The Needs of Wisconsin's Older People, 2:56N-3.

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[24] Ibid., 2:56-3.

Of the Wisconsin residents age sixty-five and older responding to the question, "About how far can you walk before you get tired?", 49% said they could walk ten blocks or more. However, 8% could walk less than one block without tiring. For those in the upper age range (eighty-five and older), 26% could walk less than one block before getting tired and only 10% could walk as many as ten blocks before getting tired.[25] (See Table 8)

TABLE 8.--Distance Able to Walk Without Tiring by Wisconsin's Elderly 1971

		Age of Respondent				
	State Total	65-69	70-74	75-79	80-84	85+
Sample size	2762	846	815	579	368	139
Less than 1 block	8%	5%	7%	9%	11%	26%
1 or 2 blocks	15	9	13	18	20	29
3 or 4 blocks	10	5	10	11	13	14
5 through 9 blocks	14	13	15	15	16	12
10 through 19 blocks	24	28	24	21	23	11
20 through 29 blocks	12	15	12	9	6	5
30 or more blocks	13	19	14	11	7	2
Don't know	5	5	5	6	4	1
No answer	5	3	2			

SOURCE: Mid-Continent Surveys, Inc., *The Needs of Wisconsin's Older People*, 2:56N-3.

At the time of the Mid-Continent survey, 19% of the older respondents had been too sick to go about their regular daily activities for one or more days during the previous month. Great differences were noted for higher and lower income levels on this question. For those with incomes under $1,000, 28% had experienced this much illness. For those with incomes of $10,000 or more, only 8% had as much as one day of incapacitating illness during the previous month. The proportion of those reporting some illness for this time period increased slightly, but not dramatically, with increasing age.[26] (See Tables 9-A and 9-B)

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[25] Ibid., 2:56N-3.

TABLE 9-A.--Number of Days of Illness During Previous Month: Wisconsin Adults Age Sixty-Five and Older By Age and Sex, 1971

	State Total	Age of Respondent 65-69	70-74	75-79	80-84	85+	Sex Men	Women
Sample size	2762	846	815	579	368	139	1218	1544
Not at all	81%	84%	82%	79%	77%	78%	83%	80%
1 to 7 days	11	11	11	12	11	9	9	12
8 to 14 days	3	2	4	3	6	3	3	4
15 to 21 days	1	1	2	2	1	5	2	1
22 days or more	3	2	2	4	5	5	3	3

TABLE 9-B.--Number of Days of Illness During Previous Month: Wisconsin Adults Age Sixty-Five and Older by 1970 Household Income

	1970 Household Income Under 1000	1000-1999	2000-2999	3000-3999	4000-4999	5000-5999	10000+
Sample size	178	476	473	482	268	361	166
Not at all	72%	79%	77%	85%	81%	83%	92%
1 to 7 days	16	9	13	9	13	11	6
8 to 14 days	7	7	3	3	3	2	
15 to 21 days		1	3	1		2	1
22 days or more	5	4	4	1	3	2	1

SOURCE: Mid-Continent Surveys, Inc., The Needs of Wisconsin's Older People, 2:54-3.

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[26] Ibid., 2:54-3.

In 1970, 49% of Wisconsin's elderly reported "continuing or chronic health problems or handicaps." Twenty-two per cent were troubled by these "most of the time." The Mid-Continent researchers found that chronic illness increased with age and was reported more frequently by women (53%) than by men (45%). However, the median age of older women is greater than that of older men.[27] (See Tables 10-A and 10-B)

TABLE 10-A.--Wisconsin Adults Age Sixty-Five and Older Troubled by Chronic Health Problems or Handicaps By Age and Sex, 1971

		Age of Respondent					Sex	
	State Total	65-69	70-74	75-79	80-84	85+	Men	Women
Sample size	2762	846	815	579	368	139	1218	1544
Most of the time	22%	17%	20%	26%	26%	37%	18%	25%
Half of the time	7	6	8	6	5	8	6	8
Once in awhile	18	17	17	20	20	12	18	17
Never troubled by it	3	4	3	2	2	3	3	3
No chronic health problems	51	56	52	46	47	40	55	47

TABLE 10-B.--Wisconsin Adults Age Sixty-Five and Older Troubled by Chronic Health Problems or Handicaps by 1970 Household Income

	1970 Household Income						
	Under 1000	1000-1999	2000-2999	3000-3999	4000-4999	5000-9999	10000+
Sample size	178	476	473	482	268	361	166
Most of the time	24%	28%	25%	21%	21%	15%	12%
Half of the time	6	8	8	7	6	6	4
Once in awhile	18	17	16	18	19	21	17
Never troubled by it	1	3	2	3	5	4	4
No chronic health problems	51	45	49	51	49	53	62

SOURCE: Mid-Continent Surveys, Inc., The Needs of Wisconsin's Older People, 2:55A-3.

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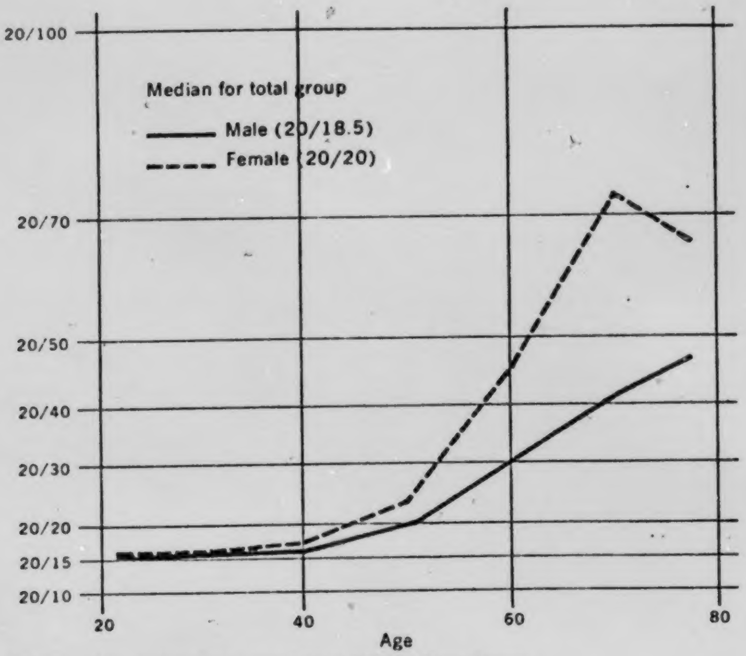
[27] Ibid., 2:55A-3.

The difficulties with vision and hearing reported by the older Wisconsin adults responding to the Mid-Continent survey are consistent with medical findings in these areas. Visual ability declines with age in several aspects. General visual acuity, or the ability to see clearly at a distance, reaches maximum capacity in the late teens, remains fairly constant until forty-five or fifty, then declines. Among persons age sixty-five and older, at least 40% of men and 60% of women are handicapped by vision of 20/70 or poorer.[28] (See Chart 2)

CHART 2.--Median Binocular Acuity Among Adults



*Distance uncorrected; that is, tests were at 20 feet without glasses.

SOURCE: Matilda White Riley and Anne Foner, eds., Aging and Society, 3 vols. (New York: Russell Sage Foundation, 1968) p. 242 from National Center for Health Statistics, 1964, Vital and Health Statistics, Series, 11, no. 3, p. 5 and 15; data for U.S., 1960-62.

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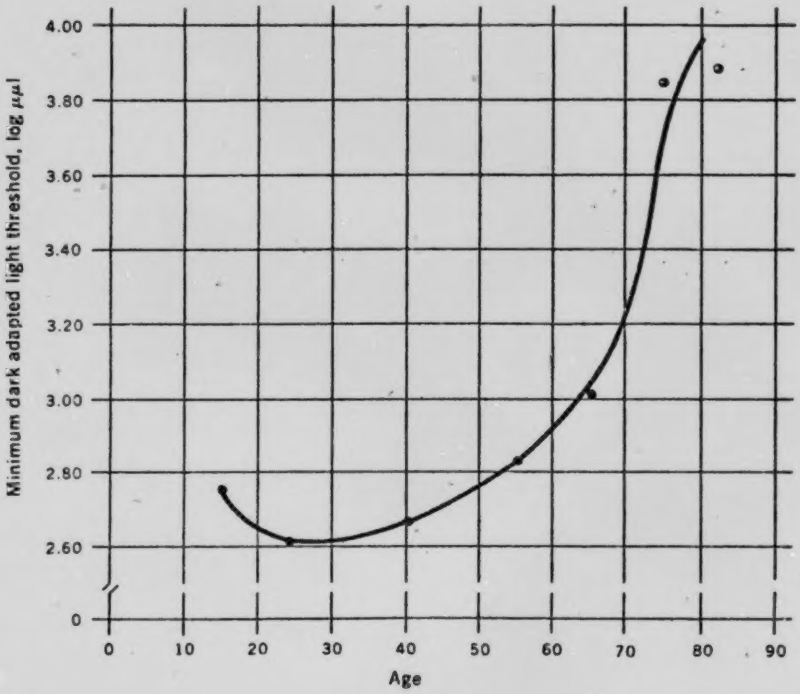
[28] Matilda White Riley and Anne Foner, eds., Aging and Society, 1:243.

There are similar declines for adaption to darkness (important for night driving or reading in a poor light) and accommodation, or the ability of the eye to focus on near objects; however, with regard to this latter difficulty, there is usually no further decline after age sixty.[29] (See Charts 3 and 4)

CHART 3.--The Minimum Dark-Adapted Light Threshold



SOURCE: Matilda White Riley and Anne Foner, eds., Aging and Society, p. 245 from Alfred D. Weiss, "Sensory Functions" in James E. Birren, ed., Handbook of Aging and the Individual (Chicago: University of Chicago Press, 1959) p. 513.

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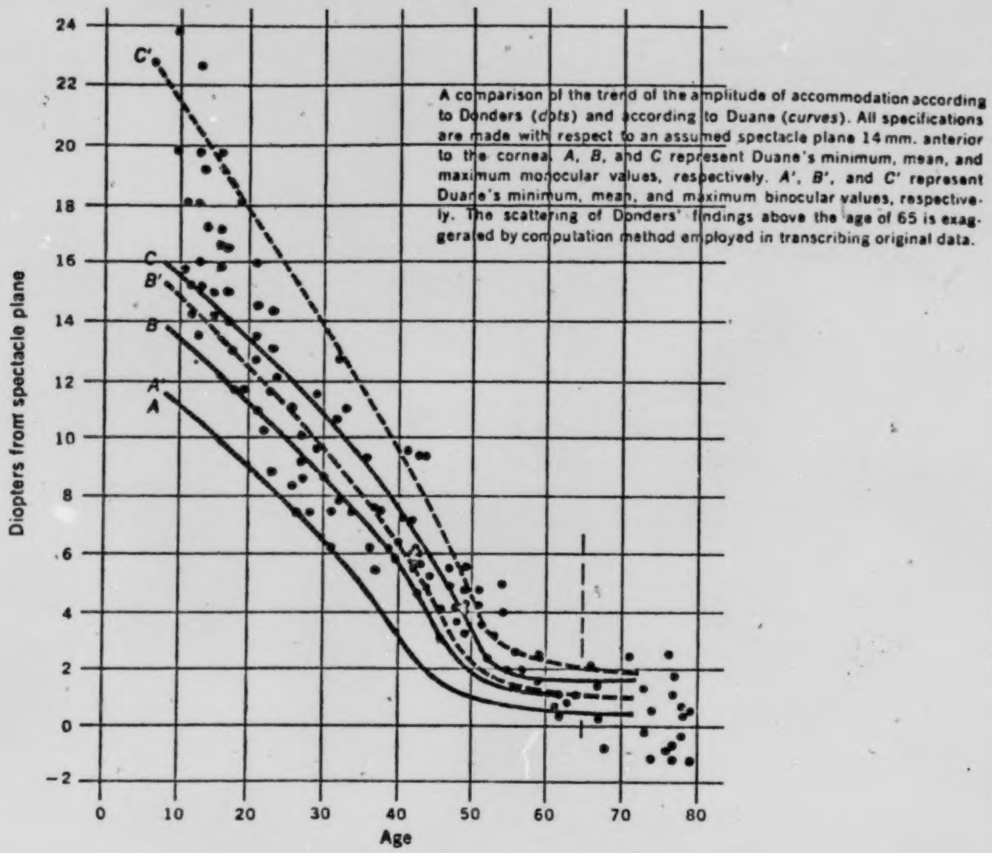
[29] Matilda White Riley and Anne Foner, eds., Aging and Society, 1:242-245 cites National Center for Health Statistics, "Binocular Visual Acuity of Adults, United States, 1960-62," Vital and Health Statistics, p. 5 and 15 and Alfred D. Weiss, "Sensory Functions" in James E. Birren, ed., Handbook of Aging and the Individual, p. 506 and 513.

CHART 4.--Accommodation of the Eye



A comparison of the trend of the amplitude of accommodation according to Donders (*dots*) and according to Duane (*curves*). All specifications are made with respect to an assumed spectacle plane 14 mm. anterior to the cornea. *A, B,* and *C* represent Duane's minimum, mean, and maximum monocular values, respectively. *A', B',* and *C'* represent Duane's minimum, mean, and maximum binocular values, respectively. The scattering of Donders' findings above the age of 65 is exaggerated by computation method employed in transcribing original data.

SOURCE: Matilda White Riley and Anne Foner, eds., Aging and Society, 1:244 from Alfred D. Weiss, "Sensory Functions" in James E. Birren, ed., Handbook of Aging and the Individual, p. 506

The ability to hear begins to decline in late childhood or early adolescence. The auditory threshold declines regularly at all frequencies tested with increasing age. In late adulthood, and worsening with age, there is a disproportionate inability to hear at high frequencies.[30] (See Chart 5)

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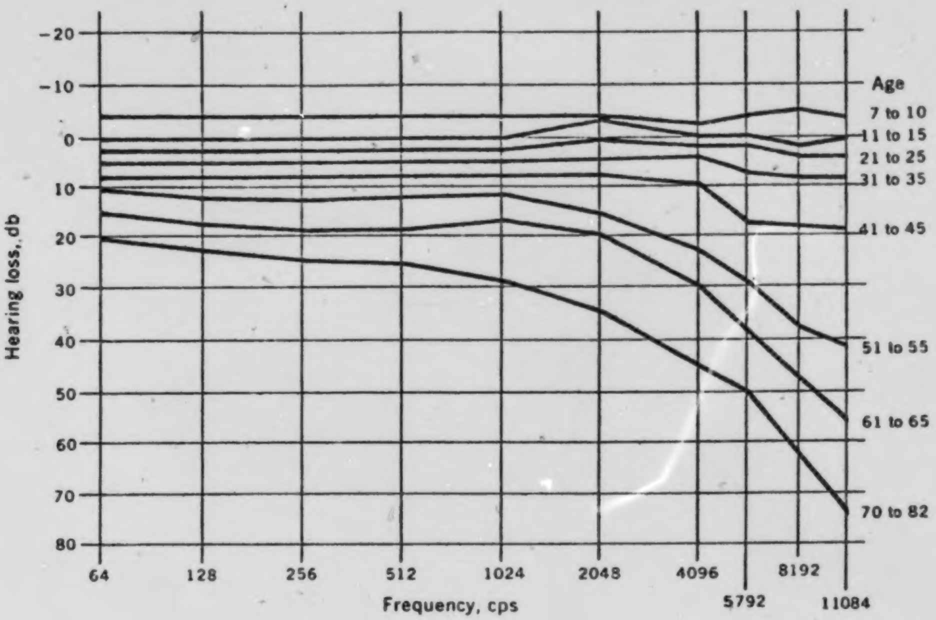
[30] Ibid., 1:247.

CHART 5.--Auditory Threshold: Mean Hearing Loss Over the Audiometric Frequency Spectrum



SOURCE: Matilda White Riley and Anne Foner, eds., Aging and Society, 1:247 from Alfred D. Weiss, "Sensory Functions" in James E. Birren, ed., Handbook of Aging and the Individual, p. 521.

Activities

The Mid-Continent interviewers asked older Wisconsinites if they had engaged in certain activities during the previous week. Activities mentioned in descending order of frequency were: "read a newspaper or magazine" (94%), "watched TV" (91%), "worked outside" (73%), "went for a walk for pleasure" (54%), "worked on a hobby" (50%), "read a book" (38%), "went to a meeting" (17%), "went to a play or concert" (4%) and "went to a movie" (2%).[31] (See Tables 11-A and 11-B)

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[31] Mid-Continent Surveys, Inc., The Needs of Wisconsin's Older People, 2:32-33.

TABLE 11-A.--Percentage of Older Wisconsinites Engaging in Particular Activities During the Previous Week, By Age and Sex (1971)

		Age of Respondent					Sex	
	State Total	65-69	70-74	75-79	80-84	85+	Men	Women
Sample size	2762	846	815	579	368	139	1218	1544
Watched TV	91%	93%	90%	91%	89%	89%	92%	90%
Read a newspaper or magazine	94	97	94	93	89	83	94	93
Read a book	38	42	38	37	36	29	33	42
Worked on a hobby	50	56	51	48	48	26	48	52
Went to a movie	2	3	1	2	2	2	1	2
Went to a play or concert	4	6	4	3	1	3	2	6
Went to a meeting	17	16	19	17	15	12	16	17
Went for a pleasure walk	54	56	57	50	51	50	58	50
Worked outside	73	79	76	70	65	53	84	64
Did none of these				1	1	1		

SOURCE: Mid-Continent Surveys, Inc., The Needs of Wisconsin's Older People, 2:32-33.

For most of these activities, there was a slight decline with advancing age. In the case of two activities the decline was marked. Only 26% of those eighty-five and older had "worked on a hobby" as compared with 56% of those sixty-five to sixty-nine who had "worked on a hobby." And only 53% of the oldest age group had "worked outside" compared with 73% of those age sixty-five to sixty-nine who had "worked outside" during the previous week.[32]

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[32] Ibid.

TABLE 11-B.--Percentage of Older Wisconsinites Engaging in Particular Activities During the Previous Week, By 1970 Household Income

	1970 Household Income						
	Under 1000	1000-1999	2000-2999	3000-3999	4000-4999	5000-9999	10000+
Sample size	178	476	473	482	268	361	166
Watched TV	84%	85%	92%	91%	96%	96%	95%
Read a newspaper or magazine	84	90	92	94	98	99	98
Read a book	35	39	36	36	28	42	54
Worked on a hobby	46	45	45	54	53	58	55
Went to a movie	1	1	1	2	1	4	3
Went to a play or concert	3	2	4	2	5	6	8
Went to a meeting	10	13	16	16	17	20	33
Went for a pleasure walk	49	56	58	54	51	52	55
Worked outside	59	63	70	80	79	80	85
Did none of these	2			1			

SOURCE: Mid-Continent Surveys, Inc., The Needs of Wisconsin's Older People, 2:32-33.

There was a slight decline with increasing age in the use of media by older Wisconsinites. In the case of those who had "watched TV" the difference between the oldest and youngest age group was minimal--93% of those age sixty-five to sixty-nine, as compared with 89% of those age eighty-five and older. The proportion of those who had a read a newspaper or magazine declined from 97% of those age sixty-five to sixty-nine to 83% of those eighty-five and older. The difference in book-reading was comparable: 29% of those eighty-five and older reported reading as compared with 42% of those age sixty-five to sixty-nine.[33]

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[33] Ibid.

A slightly higher proportion of older men than women "watched TV" or "read a newspaper or magazine." On the other hand, 42% of women had "read a book" during the previous week compared with only 33% of men, who also represented a slightly younger age group.[34]

Among high income groups, a greater proportion had "watched TV," "read a newspaper or magazine" or "read a book" than had those in low income groups.[35] There was an even greater increase in the use of media among college graduates as compared with those with a seventh grade education or less. Among the latter, only 27% had "read a book" during the previous week compared with 72% of college graduates who had engaged in this activity. All (100%) of the college graduates reported that they had "read a newspaper or magazine" compared with 85% of the group with the least formal education. The difference was not as marked for those who had "watched TV"--95% of the college graduates compared with 88% of those with less than an eighth grade education.[36] (See Table 12)

The results of the 1971 Mid-Continent survey of Wisconsin adults age sixty-five and over are comparable to the 1974 Harris poll of older Americans with respect to the use of media. Harris and Associates also found a decline in the use of media with increasing age. As did the Wisconsin survey, Harris found a higher use of media in general among older people with high incomes in comparison with low income elderly, particularly for reading. The one exception was "listening to the radio" (not an item in the Wisconsin survey) where the percentage who "ever spent time" listening was practically the same for high and low income groups.[37] (See Table 13)

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[34] Ibid.

[35] Ibid.

[36] Ibid.

[37] Louis Harris and Associates, The Myth and Reality of Aging in America, p. 207.

TABLE 12.--Percentage of Older Wisconsinites Engaging in Particular Activities During the Previous Week, By Educational Level (1971)

	State Total	Education--Last Grade Completed					
		7th or less	Grade school	9-11 grade	High school	Some coll.	Coll. grad.
Sample size	2762	756	959	366	334	195	143
Watched TV	91%	88%	90%	94%	92%	95%	95%
Read a newspaper or magazine	94	85	95	98	98	99	100
Read a book	38	27	34	35	49	66	72
Worked on a hobby	50	40	49	54	58	65	64
Went to a movie	2	1	1	2	1	7	3
Went to a play or concert	4	3	4	5	5	4	9
Went to a meeting	17	10	15	17	24	25	35
Went for a pleasure walk	54	54	52	57	56	54	59
Worked outside	73	71	73	73	75	71	78
Did none of these		1	1				

SOURCE: Mid-Continent Surveys, Inc., The Needs of Wisconsin's Older People, 2:32-4.

The findings of Harris and Associates on the effect of educational level on the use of media by persons ages sixty-five and older were similar to the results of the Wisconsin study. Proportionately more Americans age sixty-five and older who were college-educated used all forms of media than did those of less education. Again, the most dramatic increase was for book-reading. The proportion of those who "ever spent time" watching TV or listening to the radio was least affected by level of education of all the media included.[38]

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[38] Harris and Associates, The Myth and Reality of Aging in America, p. 207.

TABLE 13.--Media Habits of Persons Sixty-Five and Over, U.S. (1974)

		Age			Household Income				Education		
	Total	65-69	70-79	80+	Under 3000	3000-6999	7000-14,999	15,000 +	Some high school or less	High school grad/some college	College grad
	%	%	%	%	%	%	%	%	%	%	%
Ever spend time watching television	95	96	95	90	92	95	96	97	93	97	97
Ever spend time reading newspapers	87	91	86	79	76	89	95	97	82	95	97
Ever spend time listening to radio	83	86	82	80	82	84	84	83	81	87	85
Ever spend time reading magazines	67	70	67	58	49	68	81	80	55	85	92
Ever spend time reading books	57	62	57	47	46	56	67	80	46	72	92

SOURCE: Louis Harris and Associates, Inc., _The Myth and Reality of Aging in America_, p. 207.

When results of the Harris poll on the subject of "time spent yesterday" reading magazines, reading books and watching television are compared with the results of a study done by the Opinion Research Corporation in 1957 on the percentage of adults age fifteen and over who had engaged in these activities and others on the previous day, it appears that proportionately more older people are currently engaged in all three activities or that they are engaged in these activities with greater frequency. This is particularly true of watching TV, for which the percentage of older persons engaging rose from 53% in 1957 to 88% in 1974. The statistics are not comparable in one respect: Harris used age sixty-five and over while the Opinion Research Corporation used age sixty and over to represent the older population.[39] (See Tables 14 and 15)

TABLE 14.--Time Spent with Media on Previous Day by U.S. Adults, 1974

	None	1 Hr	2 Hrs	3 Hrs	4 Hrs	5 Hrs	5+ Hrs	Not Sure	Median # of Hrs
	%	%	%	%	%	%	%	%	
Watching television									
Public 18 to 64	21	23	25	15	7	4	5	*	1.7
Public 65 and over	12	18	26	18	12	6	7	1	2.2
Reading newspapers									
Public 18 to 64	20	72	6	1	*	*	*	1	.9
Public 65 and over	22	64	10	2	1	*	*	1	.9
Listening to radio									
Public 18 to 64	21	37	17	8	5	3	8	1	1.3
Public 65 and over	33	34	15	6	3	1	5	3	1.0
Reading magazines									
Public 18 to 64	61	33	3	1	*	*	*	2	.4
Public 65 and over	67	26	4	1	*	*	*	2	.4
Reading books									
Public 18 to 64	66	20	7	3	1	1	1	1	.4
Public 65 and over	73	16	6	2	1	*	*	2	.3

SOURCE: Louis Harris and Associates, Inc., The Myth and Reality of Aging in America, p. 209.

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[39] Ibid., p. 209

TABLE 15.--Percentage of Non-Institutionalized Adults Engaging in Leisure Activities on Previous Day, U.S. - 1957

Activity	*All respondents*	*Age 15–19*	*Age 20–29*	*Age 30–39*	*Age 40–49*	*Age 50–59*	*Age 60+*
Watching television	57	56	57	56	61	56	53
Visiting with friends or relatives either at their house or yours	38	46	41	40	36	33	37
Working around the yard and in the garden	33	20	24	33	39	38	42
Reading magazines	27	31	29	25	25	23	27
Reading books	18	21	19	17	15	15	21
Going pleasure driving	17	25	21	18	14	11	11
Listening to records	14	35	16	14	10	6	6
Going to meetings or other activities of clubs and organizations	11	11	9	10	11	11	12
Special hobbies such as woodworking, photography, and knitting	10	11	9	10	10	12	11
Going out to dinner	8	7	10	8	8	8	6
Participating in sports	8	26	8	8	7	3	2
Playing cards, checkers, other indoor games	7	12	7	6	7	5	6
Spending time at drugstore, soda fountain, or bar	6	20	7	5	5	3	1
Singing or playing musical instruments	5	10	5	5	5	3	3
Going to see sports events	4	7	4	4	4	4	2
Going to movies in a regular theater (not a drive-in)	3	9	4	3	3	2	1
Going to drive-in movies	2	6	4	2	2	1	0
Going to dances	2	8	4	1	1	1	0
Going to a play, concert, or opera	1	1	2	1	1	0	1
Going to lectures or adult school	1	1	1	0	2	1	1
None of these	7	3	7	8	7	8	9
Not reported	0	0	0	0	0	0	1
Total respondents = 100%	*(5,021)*	*(392)*	*(806)*	*(1,094)*	*(942)*	*(731)*	*(1,022)*

SOURCE: Matilda White Riley and Anne Foner, eds., Aging and Society, 1:516 from Opinion Research Corporation, "The Public Appraises Movies," a survey for Motion Picture Association of America, Princeton, N.J. (unpublished) 1957, p. A-63.

Harris and Associates studied the use of media in 1974 by adults ages eighteen to sixty-four as well as adults ages sixty-five and older. Comparisons were drawn for the two groups on the proportions who "ever spent time" using various media as well as those who had used various media on the previous day. Among Americans age eighteen to sixty-four, 76% reported that they "ever spent time" reading books as compared with only

57% of those ages sixty-five and older who reported they "ever spent time reading books." Eighty-five per cent of Americans ages eighteen to sixty-four say that they "ever spend time" reading magazines compared with 67% of the older population who ever engage in this activity. Ninety-three per cent of those eighteen to sixty-four "ever spend time" reading newspapers compared with 87% of the older population who ever read newspapers.[40] (See Table 16)

TABLE 16.--Percentage of U.S. Adults Who Ever Spend Time With Media, 1974

	Total Public							
	Age		Household Income			Education		
	18-64	65+	Under 7000	7000-14,999	15,000 +	Some high schl/less	High schl grad/some coll.	Coll. grad
	%	%	%	%	%	%	%	%
Ever spend time watching television	93	95	92	93	94	93	94	91
Ever spend time reading newspapers	93	87	85	92	96	85	94	99
Ever spend time listening to radio	93	83	88	93	92	88	92	93
Ever spend time reading magazines	85	67	69	84	90	66	89	92
Ever spend time reading books	76	57	59	74	83	54	80	90

SOURCE: Louis Harris and Associates, Inc., The Myth and Reality of Aging in America, p. 206.

Although there are also proportionately fewer older persons who ever spend time listening to the radio, slightly more older persons (95%) ever watch television than do the American adult population ages eighteen to sixty-four (93%). The difference between the proportions of older and younger television viewers is even greater with respect to frequency of use. At the time of the Harris poll, 88% of Americans age sixty-five and older had watched television on the previous day compared with 79% of Americans ages eighteen to sixty-four. The proportionate differences between the older and the younger age groups were slight for those who had read either books, magazines or newspapers on the previous day, although a higher percentage of those ages eighteen to sixty-four had done reading for all three categories.[41] (See Table 17)

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[40] Harris and Associates, The Myth and Reality of Aging in America, p. 206.

TABLE 17.--Median Number of Hours Spent with Media on Previous Day by U.S. Adults, 1974

	Total Public							
	Total	18-24	25-39	40-54	55-64	65-69	70-79	80+
Watching television	1.8	1.8	1.6	1.8	1.8	2.4	2.2	2.0
Listening to radio	1.2	1.8	1.3	1.1	1.0	1.0	.9	.9
Reading newspapers	.9	.8	.9	1.0	1.0	1.0	.9	.9
Reading books	.4	.4	.4	.4	.3	.3	.3	.3
Reading magazines	.4	.4	.4	.4	.4	.4	.4	.4

SOURCE: Louis Harris and Associates, Inc., The Myth and Reality of Aging in America, p. 208.

Among those polled by Harris and Associates who had spent some time on the previous day using various media, the median hours spent reading magazines was the same (.4 hours) for all age categories above age eighteen. Those age fifty-five and older spent slightly less time reading a book

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[41] Ibid., p. 206 and 209.

(.3 hours) than did those below age fifty-five (.4 hours). Time spent reading newspapers was greatest (1.0 hours) for ages forty to sixty-nine and slightly less on either side of that age category. As might be expected, the median hours spent listening to the radio was far greater for those ages eighteen to twenty-four (1.8 hours) than for any other age category interviewed. Those age seventy and older spent the least amount of time (.9 hours) listening to the radio. The most time watching television (2.4 hours) was reported by those ages sixty-five to sixty-nine. Those age seventy and older reported only slightly less time. All categories of TV viewers younger than age sixty-five reported less time watching television than all age categories age sixty-five and older.[42]

Reading as an activity rated highly with both older and younger Americans when respondents were polled by Harris and Associates on whether or not they spent "a lot of time personally" doing various things. Among those age sixty-five and older, reading (36%) was outranked only by "gardening or raising plants" (39%) and "socializing with friends" (47%). For people age eighteen to sixty-four, "socializing with friends" (55%), "caring for family members" (53%) or "working" (51%) were the activities which outranked reading (38%), as those to which they devoted "a lot of time personally."[43] (See Table 18)

It may be that reading is considered a more prestigious activity than watching television since only 23% of those age eighteen to sixty-four and 36% of those age sixty-five and older would admit to spending "a lot of time personally" watching television, even though the time spent watching

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[42] Ibid., p. 208.

[43] Ibid., p. 57.

TABLE 18.--U.S. Adults Reporting "A Lot of Time" Personally Doing Various Activities, 1974

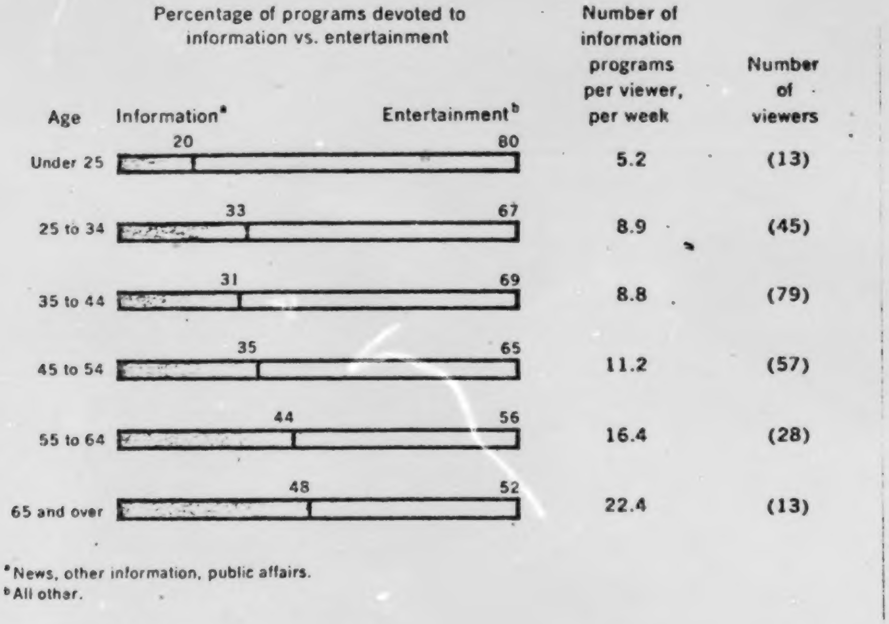
	18-64 %	65+ %	Net Difference
Socializing with friends	55	47	-8
Caring for younger or older members of the family	53	27	-26
Working part-time or full-time	51	10	-41
Reading	38	36	-2
Sitting and thinking	37	31	-6
Gardening or raising plants	34	39	+5
Participating in recreational activities and hobbies	34	26	-8
Watching television	23	36	+13
Going for walks	22	25	+3
Participating in sports, like golf, tennis or swimming	22	3	-19
Sleeping	15	16	+1
Participating in fraternal or community organizations or clubs	13	17	+4
Just doing nothing	9	15	+6
Doing volunteer work	8	8	-
Participating in political activities	5	6	+1

SOURCE: Louis Harris and Associates, Inc., The Myth and Reality of Aging in America, p. 57.

television on the previous day was greater for most age groups than for any other media activity. The exception was the age range of eighteen to twenty-four, who spent an equal amount of time listening to the radio and watching television.

Various studies seem to indicate that people over sixty-five have a greater tendency than younger people to select radio and television programs devoted to information rather than entertainment.[44] (See Chart 6)

CHART 6.--Television Programs Devoted to Information Versus Entertainment, By Age of Viewer



SOURCE: Matilda White Riley and Anne Foner, eds., Aging and Society, 1:524 from Gary A. Steiner, The People Look at Television (New York: Knopf, 1963) p. 178; 237 adults 18+ who agreed to keep diaries, New York City, 1959-1960.

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[44] Matilda White Riley and Anne Foner, eds., Aging and Society, 1: 524-525 cites Gary A. Steiner, The People Look at Television (New York: Knopf, 1963), p. 178 and Edwin B. Parker and William G. Paisley, Patterns of Adult Information Seeking (Stanford, California: Institute for Communications Research, 1966), p. III/31.

Education

As has been demonstrated, educational attainment has considerable predictive value with respect to the use of media by all age groups, including those sixty-five and older. Levels of formal education attained by Wisconsin's elderly in 1970 were as follows:[45]

No formal education	1%
1st-7th grade	26%
8th grade	35%
9th-11th grade	13%
12th grade	12%
1-3 years college	7%
4 or more years college	5%

A great many more Wisconsinites in the age sixty-five to sixty-nine category (34%) had attained at least a high school education than those in the oldest age category (eighty-five and older) of whom only 8% had attained a high school education.[46] (See Table 19)

TABLE 19.--Educational Attainment of Older Persons in Wisconsin By Age Categories, 1971

	65-69	70-74	75-79	80-84	85+
High School Graduate or Beyond	34%	23%	22%	17%	8%

SOURCE: Mid-Continent Surveys, Inc., The Needs of Wisconsin's Older People, 1:I-10.

The gradual rise in educational attainment by successive age groups is illustrated by Table 20 for the state of Wisconsin and Table 22 for the U.S. as a whole. Both are based on the 1970 U.S. census. In spite of the continuous upgrading of educational attainment of the older population,

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[45] Wisconsin Resources for the Elderly, p. VI-2.

[46] Mid-Continent Surveys, Inc., The Needs of Wisconsin's Older People, 1:I-10.

TABLE 20.--Formal Education Attained By Age Categories, Wisconsin 1970

Age Groups	Male Median School Years	Female Median School Years
25-29 (65 and older in 2010)	12.7	12.6
30-34 (65 and older in 2005)	12.5	12.5
35-39 (65 and older in 2000)	12.4	12.4
40-44 (65 and older in 1995)	12.3	12.4
45-49 (65 and older in 1990)	12.2	12.3
50-54 (65 and older in 1985)	12.0	12.2
55-59 (65 and older in 1980)	10.3	11.4
60-64 (65 and older in 1975)	9.0	10.3
65-69	8.7	8.9
70-74	8.5	8.7
75-older	8.2	8.5

SOURCE: Derived from U.S. Bureau of the Census, *1970 Census of Population*, vol. 1, part 51 (Washington, D.C.: Government Printing Office, 1973), p. 542, table 148.

TABLE 21.--Formal Education Attained By Age Categories, U.S. 1970

Age Groups	Male Median School Years	Female Median School Years
25-29 (65 and older in 2010)	12.6	12.5
30-34 (65 and older in 2005)	12.5	12.4
35-44 (65 and older in 2000)	12.3	12.3
45-54 (65 and older in 1990)	12.1	12.1
55-64 (65 and older in 1980)	10.2	10.8
65-74	8.7	8.9
75-older	8.3	8.6

SOURCE: Derived from U.S. Bureau of the Census, *1970 Census of Population*; *Subject Reports: Educational Attainment*, pp. 30-35, table 2.

the educational attainment of the younger population also improves so that the elderly are always at an educational disadvantage in comparison with younger people.

Only 2% of older Americans were enrolled in educational institutions or taking courses at the time of the Harris poll, compared with much greater percentages for younger adults, particularly for those under age forty. However, among all age categories, those most likely to be enrolled in educational institutions or taking courses were those who had already achieved high levels of education. For example, among the public age sixty-five and older, 7% of college graduates were taking courses, compared with only 1% of those with less than a high school diploma.[47] (See Tables 22 and 23)

TABLE 22.--Percentage of U.S. Adults Enrolled in an Educational Institution or Taking Courses By Age, 1974

	Enrolled
Total Public	13%
18-24	34
25-39	15
40-54	5
55-64	5
65 and over	2

SOURCE: Louis Harris and Associates, Inc., The Myth and Reality of Aging in America, p. 106.

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[47] Harris and Associates, The Myth and Reality of Aging in America, pp. 106-107.

TABLE 23.-- Percentage of U.S. Adults Enrolled in an Educational Institution or Taking Courses by Educational Attainment, 1974

	Some High School or Less	High School Grad/Some College	College Graduate
Total Public	3%	16%	23%
18-54	5	18	25
55-64	2	8	11
65 and over	1	3	7

SOURCE: Louis Harris and Associates, Inc., The Myth and Reality of Aging in America, p. 107.

Use of Libraries and Convenience

The National Research Center for the Arts, an affiliate of the Harris firm, has determined that "convenience" of various places is determined by many factors other than physical location. The degree to which a place is seen as "convenient" depends more upon the economic mobility, the physical mobility and the education of the appraiser than of physical location. Fear of crime, health problems, transportation problems and lower incomes all produce a tendency among older persons to view various places as less "convenient" than younger people view them.[48]

Harris and Associates found that the higher the level of education, the more likely are adults of all ages to report a convenient library. Ninety-one per cent of college graduates age sixty-five and older report a convenient library, as compared with only 55% of older Americans with less than a high school diploma.[49] (See Table 24)

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[48] Ibid., pp. 176-77.

[49] Ibid., p. 176.

TABLE 24.--Percentage of U.S. Adults who Perceive a "Convenient" Library (By Educational Attainment)

	Some High School or Less	High School Grad/Some College	College Graduate
Total Public	68%	90%	95%
18-54	78	92	95
55-64	66	91	96
65 and over	55	76	91

SOURCE: Louis Harris and Associates, Inc., The Myth and Reality of Aging in America, p. 175.

Among all age groups, a convenient library is somewhat more likely to be reported than a convenient public park or a convenient movie. However, for college graduates over age sixty-five there is a far greater likelihood that a convenient library rather than a convenient public park or convenient movie will be reported.[50] (See Tables 25 and 26)

Only 22% of Americans age sixty-five and older had been to a library "in the last year or so" at the time of the Harris poll, compared with 52% of adults age eighteen to sixty-four who had visited a library within the same general time period. The difference between the proportions of older and younger persons who visit libraries is much greater than the differences between the proportions who read in the two age groups. Among college graduates, a much greater proportion had visited a public library "in the last year or so": 63% of those age sixty-five and older, 78% of those age fifty-five to sixty-four and 87% of those age eighteen to fifty-four.[51] (See Tables 27 and 28)

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[50] Ibid., p. 175.

[51] Ibid., pp. 177-78.

TABLE 25.--Places "Convenient" to U.S. Adults By Age Group

	Total Public		Net Difference
	18-64	65 and over	
The home of a neighbor	98%	94%	- 4
A church or synagogue	97	90	- 7
Places to shop	95	86	- 9
A doctor or clinic	95	83	-12
A restaurant	95	79	-18
A library	88	63	-25
A public park	86	60	-26
A movie	86	57	-29
The home of a relative	84	78	- 6
A sports event	80	45	-35
A community or neighborhood center or recreation center	64	49	-15
A live theater, dance or musical concert performance	61	33	-28
A museum	59	35	-24

SOURCE: Louis Harris and Associates, Inc., The Myth and Reality of Aging in America, p. 175.

TABLE 26.--Places "Convenient" to U.S. College Graduates By Age Group

	College Graduate		
	18-54	55-64	65+
The home of a neighbor	99%	100%	98%
A church or synagogue	96	97	97
Places to shop	97	95	95
A doctor or clinic	96	95	92
A restaurant	98	100	96
A library	95	96	91
A public park	92	98	77
A movie	91	85	76
The home of a relative	71	93	78
A sports event	90	81	64
A community or neighborhood center or recreational center	68	74	59
A live theatre, dance or musical concert performance	82	75	56
A museum	68	73	62

SOURCE: Louis Harris and Associates, Inc., The Myth and Reality of Aging in America, p. 176.

TABLE 27.--U.S. Adults Who Have Been to Various Places in Last Year or So

	Total Public		Net
	18-64	65+	Difference
Places to shop	97%	90%	- 7
The home of a neighbor	92	85	- 7
The home of a relative	92	85	- 7
A restaurant	91	69	-22
A doctor or clinic	85	82	- 3
A church or synagogue	74	77	+ 3
A movie	70	22	-48
A public park	67	31	-36
A sports event	59	19	-40
A library	52	22	-30
A live theatre, dance or musical concert performance	46	17	-29
A museum	41	18	-23
A community or neighborhood center or recreation center	35	17	-18

SOURCE: Louis Harris and Associates, Inc., The Myth and Reality of Aging in America, p. 177.

TABLE 28.--U.S. College Graduates Who Have Been to Various Places in Last Year or So

	College Graduate 18-54	55-64	65+
Places to shop	100%	96%	94%
The home of a neighbor	95	93	90
The home of a relative	94	93	88
A restaurant	99	100	88
A doctor or clinic	91	95	85
A church or synagogue	75	85	76
A movie	86	63	46
A public park	80	58	44
A sports event	68	41	31
A library	87	78	63
A live theatre, dance or musical concert performance	75	57	45
A museum	63	63	44
A community or neighborhood center or recreation center	43	24	29

SOURCE: Louis Harris and Associates, Inc., The Myth and Reality of Aging in America, p. 178.

Among Wisconsin residents age sixty-five and older interviewed by Mid-Continent Surveys in 1971, 11% reported difficulty in "getting to and from places around here that require transportation."[52] Thirteen per cent reported difficulty in getting to a public library. Those reporting the greatest difficulty in getting to each of the eight places mentioned specifically by the interviewers were residents of Milwaukee, women, widowed persons, persons living alone, older age categories and lower income categories.[53] (See Table 29)

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[52] Mid-Continent Surveys, Inc., The Needs of Wisconsin's Older People, 1:VI-3.

TABLE 29.--Percentage of Wisconsin Adults Age 65 and Older Reporting Difficulty in Getting to Various Places - 1971

	State Total	Transportation Problem	
		Yes	No
A doctor or clinic	16%	45%	10%
A post office	13	36	8
A public library	13	30	9
A place to shop	12	37	7
A public park	12	32	8
A bank	11	35	6
A church or synagogue	10	31	6
A restaurant or place to eat	9	27	6

SOURCE: Mid-Continent Surveys, Inc., The Needs of Wisconsin's Older People, 1:III-13, table 14.

Life Satisfaction

According to the Harris poll, few persons in the U.S. see the later years as "the best years of a person's life." However, those who are sixty-five years old and older have a somewhat greater tendency (8%) to see the sixties and seventies as the most desirable years of a person's life than those younger than sixty-five (less than 3%). Those under age forty are most likely to select their own age range. Those older than age forty are more likely to select a younger range of years as "most desirable."[54] (See Table 30)

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[53] Ibid., 1:III-13.

TABLE 30.--"The Best Years of a Person's Life" As Perceived by U.S. Adults 1974

	Total Public	18-64	65+
Teens	15%	16%	7%
20's	31	33	17
30's	23	24	22
40's	14	13	17
50's	4	3	8
60's	2	1	6
70's	*	*	2
Other	1	1	2
Wouldn't choose any age (volunteered)	8	7	15
Not sure	2	2	4

*Less than 0.5%

SOURCE: Louis Harris and Associates, The Myth and Reality of Aging in America, p. 2.

A particularly interesting portion of the Mid-Continent Survey dealt with the overall morale and life satisfaction of Wisconsin's older population. Seventy-three per cent of those interviewed found life

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[54] Louis Harris and Associates, The Myth and Reality of Aging in America, p. 2.

"pretty interesting," 22% found life "pretty routine," and only 4% found life "pretty dull." Mid-Continent compared these findings with those they had discovered in another of their studies conducted about the same time for Minnesota adults. Mid-Continent found little difference between responses given by Minnesotans age sixty-five and older and elderly Wisconsin residents. Furthermore, little difference was seen among various age groups.[55]

Fifty-eight per cent of the older Wisconsin residents described themselves as "very happy," 39% felt they were "somewhat happy" and only 2% were "not at all happy." According to Mid-Continent, there is only a slight downward trend in feelings of happiness with increasing age, beginning with those under thirty-five based on the results of the Minnesota study.[56]

At the time of the Mid-Continent survey, 62% of Wisconsin's older population were "very satisfied" with life in general, 35% were "somewhat satisfied" and only 1% were "not at all satisfied" with life in general. Those with incomes of $10,000 or more reported a much greater level of satisfaction. Eighty-three per cent of this group were "very satisfied" with life in general.[57]

Using the answers to all of the life satisfaction questions, of which only a small number are reported here, the Mid-Continent Surveys company computed a mathematical "life satisfaction score" for each respondent. Mean scores were similar among population classes under 250,000 but slightly lower for residents of Milwaukee. Married persons and those living with spouses had higher scores. Scores were similar for different age groups but dropped slightly for those over eighty-five years old. Those with higher levels of education had higher scores. Those reporting transportation problems had much lower scores than those without this difficulty.[58]

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[55] Mid-Continent Surveys, Inc., *The Needs of Wisconsin's Older People*, 1:VII-1.

[56] Ibid., 1:VII-6.

[57] Ibid., 1:VII-10 and 11.

These researchers found a very high relationship between life satisfaction and health, and between life satisfaction and independence.[59]

PROFILE OF OLDER NURSING HOME RESIDENTS[60]

Elderly patients in nursing homes differ from the rest of the older population in several ways. They are more likely to be older, to be women, to be white and to be unmarried or widowed. Gottesman and Hutchinson indicate that there are two major reasons why people are in institutions. "First, they are likely to be suffering frome one or more disabling chronic conditions. Second, they are likely to lack the psychological, social and/or economic means for dealing with their condition outside an institution."[61]

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[58] Ibid., 1:VIII-17.

[59] Ibid., 1:IX-9.

[60] The information for the national profile comes from a report by Leonard E. Gottesman and Evelyn Hutchinson, "Characteristics of the Institutionalized Elderly" in A Social Work Guide for Long-Term Care Facilities, ed. by Elaine M. Brody (National Institute of Mental Health, 1974), 27-45. Information on Wisconsin's institutionalized elderly was taken from Wisconsin's Nursing Homes; Resident Characteristics, 1975, published by the Division of Health, Wisconsin Department of Health and Social Services.

[61] Brody, op. cit., p.27

Of all persons 65 years and older, the 1970 census reveals that one in twenty in the elderly population is in an institution at any one time.

Women represent a larger proportion of the elderly nursing home population at all ages. Women have a greater life expectancy and therefore, an increased chance of being ill and alone. Men in nursing homes are, on the average, younger than women, less likely to be widowed, more likely to be divorced or never married. At every age single people are much more likely to be institutionalized than others their age.

Nationally, 88% of nursing home residents are 65 years or older. In Wisconsin, this figure is 82% which is 37 827 of the total 46,165 residents of Wisconsin nursing homes. Women outnumber the men more than 2 to 1. There are 26,017 (69%) elderly women, while men over 65 years total 11,810 (31%) in Wisconsin nursing homes.

National figures indicate that blacks represent 11% of the total population, but constitute only 4% of the nursing home population. However, regional differences are great, and studies have made little attempt to investigate ethnic representation.

Economically, many of the elderly are disadvantaged. They live on fixed incomes. Their savings have been eroded by inflation; when illness occurs (most often their illnesses are chronic and long lasting), medical costs are high; and when placement in a nursing home is necessary, long-term care costs are prohibitive. Consequently, according to 1973 figures, at least half of the residents in nursing homes are supported by Medicaid or some form of public assistance.

In the past few years the nursing home has been used instead of the mental hospital for both chronic mentally ill older persons and those who have recently become disturbed. For nursing homes across the country, some figures of residents suffering some form of mental disorder are as high as 50%. Of the 37,827 elderly residents in Wisconsin nursing homes in 1975, only 9% were developmentally disabled.

TABLE 31.--Number of Developmentally Disabled Elderly in Wisconsin Nursing Homes, 1975.[62]

Residents 65+ years Residents 65+ years	Mentally retarded	Mentally ill	Cerebral palsy & epilepsy	Total
37,827	713	2,568	241	3,522

8.7% are rated mentally retarded or mentally ill.

9.3% are developmentally disabled.

The environment for many older adults in Wisconsin nursing homes tends to stress weekly opportunity for therapies of different kinds. Of the 46,165 residents (including the 37,827 over 65 years of age) recreational therapy, diet, and professional counseling led the list:

TABLE 32.--Number of Wisconsin Nursing Home Residents Receiving Therapeutic Services

Therapy	Number	Percentage
Recreational	28,256	61.2
Diet	19,977	43.3
Professional Counseling	10,192	22.1
Occupational	9,521	20.6
Physical	7,461	16.2
Speech	921	2.0
Hearing	342	0.7

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[62] Wisconsin Nursing Homes. Resident Characteristics, 1975, p.9

[63] Ibid., p.11

In one third of Wisconsin's nursing homes, services are available for residents with alcohol or drug abuse problems. Only 16 drug abuse patients were reported for 1975, while 353 alcohol abuse patients were served that year.

Beside the types of therapy mentioned earlier, the Nursing Home Rules,[64] in the consideration of patient activities, noted the importance of a trained or experienced staff member for conducting group activity, and also emphasized use of community opportunities to their fullest extent by the activity leader. Data on the extent to which such standards are adhered to are not yet available.

The inadequacies of this picture of nursing home lifestyle led to this study to provide a fuller picture of activities, use of media, and potential for the use of public library resources to enhance the daily experience of Wisconsin nursing home residents.

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[64] Wisconsin Administrative Code. Nursing Home Rules. Madison: Wisconsin Department of Health and Social Services, December 1974.

Chapter 2

WISCONSIN NURSING HOMES AND THEIR USE OF MEDIA

Overview

The questionnaire survey on which data in this study of Wisconsin nursing homes is based, was completed during the month of June, 1975. Responses from nursing homes represent 41% of all nursing homes and 44% of residents of Wisconsin nursing homes.

A majority (66%) of the residents of these homes are in the "old old" category--76 years or older. Estimates by the nursing home staff allow the conclusion that at least half of the residents have no serious limitations in the use of media and library services. A high percentage of residents are involved in activity programs, although book and library programs have relatively low attendence, averaging around 15% in any one nursing home.

Residents' use of books and media varies, with newspapers and magazines appealing to larger proportions. Books are a significant aspect of lifestyle to between 15% to 20% of the residents, while regular visits to the public library are made by few. Talking books are used by 27% of the total number of eligible residents, with 76% of the nursing homes utilizing this service.

Television and radio are generally available to most nursing home residents, but only 22% to 29% of the residents can exercise selectivity in viewing or listening, as most residents must use television and radio sets in a general multi-purpose room for group use.

Nursing home staffs estimate that 14% of the residents participate in local/national elections. This figure compares closely to the 13% who read at least 3 times a week, although this does not suggest that these are the same people.

Most nursing homes have an area or room for such activities as games and arts and crafts. Televisions and radios are usually located in a lounge or visiting area. The library facilities in Wisconsin nursing homes are usually arranged in multi-purpose rooms and vary greatly in size, from few or none to over a thousand volumes in a single nursing home. The staff estimated that 9% of the residents have personal collections of 5 or more books housed in their rooms. Storage of these personal collections is varied, from night tables to window sills, closets or book shelves. In 79% of the nursing homes no residents were reported as using book shelves. Most homes have a general facility for book storage for their collections, with 13% reporting a separate library room.

Library service functions are provided on a day-to-day basis by the professional or paraprofessional staff from any one of three areas: social work, occupational therapy, or activity (recreational) therapy. Their time is limited in these "librarian surrogate" functions, and while the staff in 84% of the nursing homes reported using some public library services, many felt the need for library resource activity programs. Fifty-five percent (55%) of the homes identified between 2 and 4 additional services that could be used, with 35% of the nursing homes mentioning book programs and film programs.

Librarians and nursing home staff saw the prime factors influencing book and media use among older adults to include (1) lifelong reading habit, (2) wide range of interests, (3) level of education, and (4) wide community contacts. Problems of eyesight were judged by almost all respondents as influencing use of books and media. Librarians and nursing home staff differed significantly on the role of aging as a factor related to reading and use of media. Seventy-seven percent (77%) of librarians saw it as making little difference, while only 36% of the nursing home staff shared that view. Differences in daily contact may be related to the difference in view. Overall compatibility in the views of nursing home staff and librarians on factors that affect use of books and media can provide a basis for collaboration to encourage use of these resources among the older adults in nursing homes.

Profile of Residents, Their Activities and Use of Media

Ninety-one percent (91%) of the residents of the responding nursing homes were reported to be 60 years of age or over, and fully justify the general assumption that service to nursing home residents is indeed service to older adults. This compares closely to the 82.7% of residents over 65 years of age reported for all Wisconsin nursing homes in 1975.[1]

TABLE 1.--Age of Residents in Responding Nursing Homes

Age Categories	Number of Residents	% of Residents
Under 60	1,492	8%
60-69	2,160	12%
70-79	5,040	28%
80-89	7,256	40%
90 and over	2,127	12%
Total	18,075	100%

One might conclude, therefore, that approximately 25% of nursing home residents are the "young old" (60 to 75 years of age), while 66% of nursing home residents are the "old old" (76 years and over). These figures parallel statewide nursing home figures almost exactly.[2] These are estimates made by the nursing home administrators responding to the Survey and reflect accurately the age structure of nursing home residents in Wisconsin.

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[1] Wisconsin Department of Health and Social Services. Division of Health. Wisconsin's Nursing Homes: Resident Characteristics, 1975. p. 8

Of this population, 7% were judged to be illiterate, 22% unable to see well enough to read, and 37% had mental capacity impaired. While each of these factors represent limitations in the use of media and library service, no one of these factors alone rules out a resident from some appropriate use of media or library service. Undoubtedly these figures represent residents who share in more than one of these three limitations, so we can fairly conclude that no more than half the nursing home residents in Wisconsin have some serious limitations in the use of media and library services. However, it is important to note that only 9% of residents 65 years and over in all Wisconsin nursing homes were reported to the Department of Health and Social Services as developmentally disabled, mentally retarded or mentally ill[3], a report which may represent a more typically clinical analysis than that supplied for this survey related to practical limitations in use of media.

The responding nursing homes reported a high percentage of residents involved in activity programs, with 82% participating in one or another form of activity within the nursing home. (See Table 2) The best attended programs were the religious services (51% attending), picnics (47%), and music programs (43%). Book and library programs appealed to considerably smaller proportion, with about 15% of the residents attending.

Half the number of residents involved in activity programs participated in activities outside the nursing home at least once a month. While 41% of residents traveled outside for such activities regularly, only eleven of the

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[2] Ibid., p. 8

[3] Ibid., pp. 8-9

TABLE 2: ACTIVITIES ENGAGED IN BY RESIDENTS OF NURSING HOMES

	Number of Residents	% of Total Residents
Activity Programs in Nursing Home	15,752	82%
Activities Outside Nursing Home At Least Once a Month	7,815	41%

GROUP ACTIVITIES IN NURSING HOMES (ATTENDANCE)

Activity	Average Attandence	Number of Residents	% of Total Residents
Religious Services	48	9,682	51%
Picnics	45	9,037	47%
Music	40	8,215	43%
Film Showings	33	6,648	35%
Games	33	6,625	35%
Arts and Crafts	26	5,192	27%
Speakers	18	3,604	19%
Book / Library Programs	14	2,805	15%
Other	17	3,512	18%

203 nursing homes (5%) reported that more than 10% of their residents visited the public library at least once a month.

Use of Books and Other Printed Media

In the judgment of nursing home administrators and activity directors, over a quarter of nursing home residents read by themselves (28%), while 13% read books at least three times a week. Eight percent (8%) have people who read to them, while 4% use Talking Books. Nine percent (9%) were thought to own and have with them more than five books. Books, then, are a significant aspect of lifestyle to perhaps 15% to 20% of nursing home residents, while book reading is a regular activity of up to a third of the residents. Public library visits, on the other hand, are seldom a regular practice.

TABLE 3: Estimated Use of Books By Residents of Nursing Homes

No. Residents		
Owning More Than 5 Books	1,718	(9%)
Read By Themselves	5,498	(28%)
Have Others Read to Them	1,545	(8%)
Use Talking Books	727	(4%)
Read Books At Least 3 Times a Week	2,523	(13%)

Total Residents: 19,152

Magazines and newspapers are read regularly, according to nursing home home staff estimates, by 35% of the residents, and read occasionally by an additional 26%. The staff judges that 39% of the residents do not read either form of material. The preponderance of newspaper and magazine subscriptions are in the regular editions, with small percentages in large print or recordings (tape or disc).

TABLE 4: Availability of Newspapers and Magazines in Wisconsin Nursing Homes (by percentage in various editions)

	Regular Editions	Large Print	Recorded
Magazines	74%	14%	12%
Newspapers	94%	3%	3%

Half (50%) of the newspaper subscriptions are purchased by the nursing homes, while 39% are gifts and the remaining 11% are loans from the public library. Some 15% of the residents are thought by nursing home staff to purchase their own newspapers. Magazines, on the other hand, are more frequently gifts. Fifty-six percent (56%) of the magazine subscriptions are gifts, and 36% are purchased by the home, while 8% are loans from the public library. Eight percent (8%) of the residents are thought to subscribe to magazines as well.

Use of Talking Books

Nursing homes reported that 22% of the residents have sight too poor to read and that 7% are illiterate. The staff estimated that 2,728 (14%) of their residents would actually qualify as users of Talking Books, 10% on the basis of poor sight and 4% for other limitations. However, only 129 individuals have borrowed directly Talking Book machines for their own use, and institutional loan of another 256 machines have been made to the nursing homes for use by residents. Staff estimate that 727 residents use Talking Books, or 27% of the total eligible.

The percentage of homes using Talking Books increases as the size of the home increases, from 50% of the homes with 25 or fewer residents to 85% of the homes with 100 or more residents. While staff reported that other residents assist those who wish to use television, radio and books, none reported such neighborly assistance in use of Talking Books. These are more often operated by activity therapists (91), occupational therapists (48), or nurses and nurses' aides (35).

While Talking Books have been a major service to many individuals and are designed to support reading for those with a variety of handicaps, nevertheless, barriers to their use have needed identification. Responses from nursing home staff have indicated what some of these barriers are. Lack of interest on the part of the residents presents the greatest obstacle; residents prefer other media, such as radio or television. Other staff members indicated that many residents have problems because the books are too long, and that the residents' attention span is too short, resulting in a loss of interest or concentration. Besides these psychological barriers, the Talking Books equipment poses some difficulty. Residents are afraid of the machines, cannot remember how they work, and, in some cases, are bedfast and unable to get to the equipment. Staff is often unavailable to deal with the machines, changing records, and so forth.

Other problems mentioned concern the service and the functioning of the equipment: not getting records when they are ordered, too many substitutions, unavailability of suitable materials, poor quality of the reading (speaking in a monotone voice), machines not working properly, and the problem of storing the machines. In a few of the homes, there is trouble finding "quiet areas" so residents can listen with fewer distractions. Hearing impairments eliminate some residents as users of Talking Books.

Heavy demand for more Talking Book machines might strain the system, and individual machines may indeed not be as good a solution to the problems identified as a program of small group listening, or a trained volunteer program of scheduled listening hours for individuals. The problems seem to focus on the social context of use and the administration of the Talking Books machines even more than the substantive book-medium itself.

Use of Media

Estimates by nursing home staff of the number of television sets and radios owned by residents or available from the nursing homes show general availability of the mass media.

TABLE 5: Media Equipment Ownership in Wisconsin Nursing Homes

	Owned by Nursing Home		Owned by Nursing Home Located in General Area		Owned by Residents		Maximum % of Residents Served Individually by NH
	No.	Av. per NH	No.	Av. per NH	No.	% Resdnt	% Resdnt
Television	851	4.2	653	3.2	4240	22%	1%
Radio	639	3.1	253	1.2	5505	29%	2%

Hours available for viewing and listening seem generous.

TABLE 6: Available Viewing and Listening Time (Daily Average Number of Hours Radio and Television Sets May Be On)

Ownership of Nursing Home	In Resident's Room		In Living Room or Lounge	
	TV	Radio	TV	Radio
Governmental	12	11	15	12
Proprietary	15	15	14	11
Non-Profit Private	17	17	16	13

The use of media for information, education or recreation requires the selection of program by the individual user, to enable choice of topic, level of treatment of news or subject, brand of humor or level of esthetic taste that will assure effective communication and the achievement of the desired recreation or information. Selective use of the media is enabled by individual ownership of radio and television sets, or control by an individual resident of what is shown or heard on a borrowed, rented or generally available set.

Analysis of the data above suggests that at least half the residents do not have access to selective media use. Only 22% (or 23% at most) can view television selectively, while 29% (or 31% at most) can use radio selectively. This survey does not permit us to judge whether there is considerable overlap between those owning radios and those owning television sets. If all who owned television also owned radios, only 29% of residents of Wisconsin nursing homes would have access to selective media use through personal ownership of equipment.

If estimates by nursing home staff are relatively accurate, the television and radio sets owned by nursing homes and not in general areas (and thus available to residents for individual use) might serve a maximum of 1% of residents with television and 2% of residents with radio. Those sets which are available in general areas are, obviously, accessible to much larger numbers of residents but with the opportunity for individual choice and selectivity considerably reduced. The average number of radios (1.2) and television sets (3.2) owned by an individual Wisconsin nursing home makes it likely that individual residents can rarely exercise choice in programs heard or viewed. Since most group use of media in nursing homes is done by "floor" or "wing" of the building, it is related to the residents' degree of capacity for independent physical activity, and is not related to social or intellectual compatibility of interests. It seems clear, therefore, that selectivity of programs may be made by dominant personalities in the group, by general assent to the most generally acceptable program, or by the nursing home staff member most immediately in charge of the activities of the "floor" or "wing". One is forced to conclude that there is probably little use of the media in general group viewing for optimum levels of communication or recreation, and that selective viewing for optimum information, education and recreation is confined to the group who own, rent or borrow their own media equipment.

The picture of the use of media presented here not only represents an "average" but also seems, based on observations made as part of this study, to reflect a typical pattern in Wisconsin nursing homes. It is important to point out, however, that there are homes with an abundance of media equipment, high percentages of individual ownership of radio and television, and some selective programming with small groups of individual residents. On the other hand, there are nursing homes with minimal media access, no individual ownership, and no selective programming. The range is great, and norms and standards have not yet evolved in this area.

It would be an error to overlook the values in social contact which group viewing or listening offers, or to ignore the general appeal of much television programming, or to assume that groups of residents may not find their own compatible listening or viewing groups. Solutions to the use of media for optimum extension of experience and enhancement of the quality of life for nursing home residents should not rest on a concept of individual media equipment ownership alone. But present practice in use ot media suggests need of creative, ingenious program redesign.

Voter Participation

Nationally, voting participation in 1964 was found to range from a little over 50% for those in their twenties to a peak of 80% for individuals in their fifties, with a gradual decline to 60% for those age 75 and over. Men and women showed approximately the same curve of voter participation, although overall participation was lower for women at all ages.[4] Therefore, Atchley concludes that a substantial part of the apparent decline in voter participation among those 65 and older, reflects sex differences in voting combined with the higher mortality rates among older men.[5] Norval Glenn, in a 1968 study analysis of aging, voting and political interest, hypothesized that only widespread disability and lack of transportation keep the voter turn-out of the elderly down near that of middle-aged persons with the same amount of education.[6] In fact, Glenn found voting patterns to be persisted in over a twenty-year period, and older people of comparable educational levels even more likely than younger people to hold opinions on political issues.[7]

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[4] Robert C. Atchley, The Social Forces in Later Life, (Belmont, Calif.: Wadsworth Publishing Co., 1972), p. 240.

[5] Ibid.

[6] Norval Glenn, "Age, Disengagement and Opinionation," Public Opinion Quarterly, 33 (1969), 17-33. Cited in Atchley, op. cit., p. 242.

According to the responding Wisconsin nursing home staff estimates, 14% of the residents vote in local or national elections, some 2,648 out of 19,152 residents. 1970 Census figures for the population over 65 years give the ratio of men to women as 72 men for every 100 women. For those considered "old old" (76 years and older) the disparity is even greater, 63 men per 100 women.[8] In these Wisconsin nursing homes those over 75 years were estimated at 66% of the population. Considering the fact that the majority would be women, this would have an impact on the voting behavior, as women have been found to participate less in elections, and overall voter participation declines after about age 65.

Glenn's hypothesis suggests that disabilities limiting voter participation by those 65 and older would inevitably be a significant factor in low participation among the Wisconsin nursing home residents, with lack of transportation a frequent limitation.

The 14% of residents voting might be compared to the 13% estimated to read at least 3 times a week, although this is not to suggest that these two groups are the same people. The figure differs significantly from the 28% of the residents who read by themselves, and also from the 35% who are estimated to read newspapers and magazines regularly. A concern for informed voting, and for maintaining for the older voter the readiness to make informed choices in policies and persons, leads to an interest in relating reading with voting. No such correlations, however were attempted by this present Wisconsin study, although Table 7 suggests a negative correlation between library services and voting participation. This area needs more detailed study of cohort groups and of correlation in individual behavior in reading and voting.

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[7] Ibid., p. 240.

[8] "The Elderly in America," Population Bulletin, Vol. 30, No. 3, (Washington, D.C.: Population Reference Bureau, Inc., 1975), p. 9.

Nursing Home Activity Rooms and Library Facilities

The range in facilities for activities in the 203 responding nursing homes is very great. While 673 such rooms were reported, for an average of 3.3 per nursing home, very common indeed was the single multi-purpose activity room supplemented by the use of the dining room for entertainment or games, while television and radio listening are a function of the public lounge or visiting area. Arts and crafts are often located in separate quarters to house materials, provide workspace and storage of work in progress and access to equipment and running water. Books may be housed in lounge areas, in sections of dining areas, in corridors, or in a formally designated "library"; book truck storage is common, and gives the housing of books mobility.

TABLE 9: Typical Uses of Activity Space in Wisconsin Nursing Homes

	Percentage of Nursing Homes
Arts and crafts	44%
Games and entertainment	65%
Watching television or listening to the radio	86%
Library or book collection	32%

Eighty-eight percent (88%) of the nursing homes reported having some general facility for storage of books for use by the residents, with 13% reporting a separate library room, 65% reporting book shelves in a multi-purpose room, and 13% reporting the use of a book truck. There were nursing homes reporting more than one form of library facility. Government-owned nursing homes showed a distinctly higher percentage of attention to these facilities, with 94% of such institutions reporting facilities for library collections of which 31% were a separate library room, while 58% reported book shelves in a multi-purpose room.

TABLE 7

RELATIONSHIP BETWEEN VOTING AND USE OF PUBLIC LIBRARY SERVICE

	Number of Nursing Homes Using Services/Percentage of Total Homes				
Percentage of Residents Voting	Use Talking Books	Long-Term Book Deposit	Rotating Book Deposit	Bookmobile	Book Presentations
0-10%	85 (42%)	21 (10%)	43 (21%)	30 (15%)	8 (4%)
11-25%	37 (18%)	14 (7%)	20 (10%)	6 (3%)	2 (1%)
26-50%	27 (13%)	9 (4%)	14 (7%)	10 (5%)	3 (1.5%)
51-75%	4 (2%)	0	1 (.5%)	3 (1.5%)	0
Over 75%	2 (1%)	0	2 (1%)	0	1 (.5%)
Total	155 (76%)	44 (22%)	80 (39%)	49 (24%)	14 (7%)

N=203

S2

S1

TABLE 8

NURSING HOMES BY PERCENTAGE OF RESIDENTS WHO VOTE IN LOCAL OR NATIONAL ELECTIONS BY OWNERSHIP OF HOMES

Ownership	0-10%	11-25%	26-50%	51-75%	76-100%	Total
Governmental	26	4	2	0	0	32
Proprietary	56	22	14	2	3	97
Non-profit	36	19	16	3	0	74
Total	118 (58%)	45 (22%)	32 (16%)	5 (2%)	3 (2%)	203 (100%)

The book resources owned by Wisconsin nursing homes responding to this survey averaged 250 volumes per nursing home, but the actual holdings in any one nursing home could range from under ten to well over a thousand. Observation showed a few homes with residents of high educational levels to be abundantly supplied in book resources by volume count, and with levels of use that bespoke the relevance of the materials to the interests of the residents. Overall, 3% of the books added in the last five years were purchased, and staff estimated that 57% of collections were gifts or residents' deposit of personal collections.

Personal ownership of books was measured roughly by the nursing homes staff estimate of the numbers of residents "owning and having with them more than five books." The composite staff judgment provided a figure of 9% of residents "owning books" and housing them in their rooms.

The availability of place for book storage may be a measure of pressure on nursing homes to provide such space, or lack of such storage space may limit the number of persons maintaining a personal collection. While fifty percent of the nursing homes reported use of night stands for book storage, approximately twenty percent reported use of book shelves, closet shelves or window sills for books. While staff in nine nursing homes (4%) estimated that over 75% of the residents stored personal collections in their rooms, only two nursing homes estimated that over 75% of the residents had book shelves in their rooms. Twenty-two additional homes estimated that over 10% of the residents were using book shelves to store personal collections. The most common storage for books was nightstands, with 39% of nursing home staffs reporting their general use by more than 10% of the residents. Book shelves were not reported in use in 79% of the nursing homes!

Although the Wisconsin Nursing Home Rules require that all residents have reading lamps, only 66% of the homes report that 76% or more of the residents do in fact have reading lamps, and only 71% report that half or more of the residents have them. Reading lamps are not available in 16% of the homes, while 29% provide no reading lamps in public areas.

It seems fair to conclude that a high proportion of Wisconsin nursing homes are aware of the role of books in the lives of residents and have taken at least some small steps to make them available. Observation and comments from nursing home staff and public librarians suggest, on the other hand, that an evaluative study of the quality of collections and ease of access to materials of all kinds would be valuable for establishing standards of excellence in this area.

While the self-selected sample of nursing homes may indeed be representative of all Wisconsin nursing homes in the areas of arts and crafts, and in games and entertainment, it may be that the percentage of emphasis on media (television and radio) and on books and libraries of this sample will prove distinctly higher than in Wisconsin nursing homes as a whole.

Professional Staff Roles in the Use of Media

No librarians were reported on the staff of any of the 203 responding nursing homes. The library service functions in Wisconsin nursing homes are typically provided on a day-to-day basis by staff from any of three professional areas: social work, occupational therapy, and activity (or recreational) therapy. These staff become, in effect, "librarian surrogates" for time in which they select and show films, secure and assist residents in the use of large print, talking books, or other forms of media.

The time that such "librarian surrogates" have to provide these services--related to but not usually considered central to their primary roles--can roughly be measured by the number of such professional staff in relation to the number of residents they serve. (See Table 11)

The tendency in nursing homes is to rely on a single staff member in

TABLE 10: NURSING HOMES WITH LIBRARY FACILITIES BY OWNERSHIP OF HOMES

	Number and Percentage of Each Category					
Ownership	Have Some Facility	Separate Library Room	Shelves/Multi-Purpose Room	Book Truck	Other	None
Governmental	30 (94%)	10 (31%)	18 (58%)	3 (9%)	5 (15%)	2 (6%)
Proprietary	82 (85%)	8 (8%)	68 (70%)	15 (15%)	9 (9%)	15 (15%)
Non-Profit Private	67 (91%)	9 (12%)	45 (62%)	8 (11%)	12 (16%)	7 (9%)
Total With Facilities	179 (88%)	27 (13%)	131 (65%)	26 (13%)	26 (13%)	24 (12%)

Total Homes = 203

TABLE 11

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THERAPY STAFF RATIO FOR NURSING HOMES IN WISCONSIN, 1975
(Ratio of Staff to Residents)

Ratio	All Nursing Homes			(Smallest) N. H. up to 25 Beds			(Largest) N. H. over 100 Beds		
	Activity Therapist	Occupational Therapist	Social Work	Activity Therapist	Occupational Therapist	Social Work	Activity Therapist	Occupational Therapist	Social Work
No Staff	33 (16%)	108 (53%)	30 (15%)	6 (38%)	13 (81%)	5 (31.25%)	8 (9%)	31 (34%)	6 (7%)
1 : 100 or more	36 (18%)	56 (28%)	81 (40%)	1 (6%)	0	2 (12.5%)	32 (36%)	44 (49%)	55 (61%)
1 : 75	35 (17%)	15 (7%)	32 (16%)	1 (6%)	0	0	14 (16%)	6 (7%)	9 (10%)
1 : 50	36 (18%)	13 (6.5%)	28 (14%)	0	0	2 (12.5%)	19 (21%)	7 (8%)	12 (13%)
1 : 40	21 (10%)	3 (1.5%)	12 (6%)	1 (6%)	1 (6.3%)	1 (6.25%)	9 (10%)	0	4 (5%)
1 : 30	19 (9.5%)	4 (2%)	8 (4%)	1 (6%)	1 (6.3%)	0	4 (4%)	2 (2%)	3 (3%)
1 : 20	18 (9%)	2 (1%)	7 (3%)	3 (19%)	0	2 (12.5%)	3 (3%)	0	0
1 : 10	5 (2.5%)	1 (.5%)	5 (2%)	3 (19%)	0	4 (25%)	1 (1%)	0	1 (1%)
1 : 5 or fewer	0	1 (.5%)	0	0	1 (6.3%)	0	0	0	0

each of these three professional areas, when indeed one is available regularly on the staff (part-time or full-time). Only 20% of the largest homes (over 100 beds) have two or more social workers; only 9% of the largest homes have two or more occupational therapist workers; while 39% of the largest homes have two or more activity or recreation workers. In the smallest homes (under 25 beds) the frequency of such staff is marked by the high percentage of homes lacking staff in one or more of these areas. For those smallest homes providing staff, only 38% had at least one full-time social worker or activity therapist, and 6% had a full-time occupational therapist. The staff reported here tend to be supplemented in nursing homes of all sizes by a variety of arrangements: part-time aides, volunteers on a part-time basis, and consultants employed under contract to assist the part-time staff.

Public librarians, in providing services to nursing homes, have typically an official contact through the activity director or the occupational therapist (See Table 12). The numbers and diversity of other staff in a position to provide assistance in the use of library resources, however, are great (See Table 12), with nurses and other residents representing a significant group of "librarian surrogates." The social worker's role is an important one in use of books and the mass media.

While the role of librarian, then, is regularly taken by a variety of other professional staff serving regularly in nursing homes, it is seldom that the social workers, activity directors, or occupational therapists turn to public librarians for support of their activity program functions with the nursing homes residents.

TABLE 12: NURSING HOME STAFF PROVIDING ASSISTANCE IN USE OF MEDIA AND GROUP ACTIVITIES

	Television and Radio	Books	Talking Books	Organizes Group Activities
Occupational Therapist	20	64	48	14%
Activity Therapist	74	257	91	38%
Social Worker	25	65	25	13%
Nurse/Nurse's Aide	346	260	35	8%
Volunteer	47	152	26	12%
Resident	348	275	0	7%
Other	23	54	33	8%
				100%

TABLE 13--Frequency of Mention of Use of Outreach Staff From Related Community Agencies by Wisconsin Nursing Homes

Agencies	No. Mentions	Agencies	No. Mentions
Church groups	63	Women's groups	17
Youth groups	51	Senior citizen groups	16
Service clubs	36	Public library	10
Service agencies	32	Recreation agencies	8
Social agencies	30		

The use of public library materials, however, is well developed. (See Table 14). As nursing home staff responded to a list of services used and wanted, it was clear that the materials were the familiar contact, and that such group programs as recorded music programs or book presentations were used by relatively few nursing homes (7% and 13%), although this was the area in which most interest was expressed for future expansion of public library service (25% and 35%).

TABLE 15--Wisconsin Nursing Home Use and Desired Additional Use of Public Library Services

Service	Number of Nursing Homes Receiving Currently	Number of Nursing Homes Requesting for Future
Book Deposit (long term)	44 (22%)	5 (2%)
Book Deposit (rotated at least once a month)	80 (39%)	15 (7%)
Film Loans	121 (60%)	33 (16%)
Talking Books	155 (76%)	
Disc or Tape Loans	54 (27%)	17 (8%)
Reading Magnifiers or other reading aids	14 (7%)	39 (19%)
Large Print Books	124 (61%)	25 (12%)
Bookmobile Stops	49 (24%)	23 (11%)
Film Showings	51 (25%)	47 (23%)
Music Programs	26 (13%)	71 (35%)
Book Presentations	14 (7%)	51 (25%)
Using Any Public Library Service	170 (84%)	

N=203

The very real significance of public library resources and services to the nursing home residents and program, combined with the absence of librarians

TABLE 14

NURSING HOME USE OF OUTREACH STAFF FROM OTHER AGENCIES AND LIBRARY SERVICES FOR RECREATIONAL PROGRAM

Size of Home: No. Residents	Number and Percentage of Homes Using Outreach Staff	Using Talking Books	Using Public Library Services
25 or less	6 (38%)	8 (50%)	13 (81%)
26-50	17 (50%)	23 (68%)	24 (71%)
51-100	34 (54%)	47 (75%)	52 (83%)
Over 100	46 (51%)	77 (86%)	81 (90%)
Total	103 (51%)	155 (76%)	170 (84%)
Ownership			
Governmental	16 (50%)	24 (75%)	27 (84%)
Proprietary	51 (53%)	72 (74%)	85 (88%)
Non-profit Private	36 (49%)	59 (80%)	58 (78%)

from nursing home staffs, makes clear the need for growing collaboration between public librarians and the staffs of nursing homes.

Librarians and Nursing Home Staff Views on Factors Related to Reading and the Use of Books and Media

Studies of users of print and media have tended to seek relationships between clusters of demographic factors such as education, income, social participation, and the use of media; or between self-image and mental health and use of media; while the field of gerontology has invited examination of age, sight, hearing, vitality in relation to use of media. This inquiry proposed factors from each of these three areas for judgment of librarians and of nursing home staff on the probable significance of relationship.

TABLE 15.--Factors Related to Reading and Use of Books and Other Media as Seen by Public Librarians and Nursing Home Staff in Wisconsin in 1975

	ENCOURAGE		LITTLE DIFFERENCE		DISCOURAGE	
Factors	Libns	N.H. Staff	Libns	N.H. Staff	Libns	N.H. Staff
Aging	15%	11%	77%	36%	8%	53%
Hearing	23%	29%	66%	45%	11%	26%
Sight	17%	9%	7%	3%	77%	88%
Vitality	49%	44%	33%	21%	18%	34%
Mental impairment	2%	2%	8%	9%	89%	89%
Mental depression	2%	2%	13%	7%	84%	91%
Emotional problems	11%	4%	22%	12%	67%	84%
High income	23%	30%	69%	68%	8%	2%
Education	83%	87%	16%	10%	1%	3%
Life-long reading habits	97%	96%	2%	3%	1%	1%
Wide range of interests	93%	95%	6%	3%	1%	2%
Wide community contacts	61%	82%	37%	17%	2%	1%

Aging itself was seen by librarians as playing only a small role in the use of print and media, and that role was to encourage use; while nursing home staff, perhaps with daily contact with more extreme problems of aging, tended to view aging as a significant factor in discouraging use of media. On almost all other factors, however, the two professional groups shared a very similar perspective of factors affecting the use of print and media.

Sight was uniformly seen to be significantly related to use of media, as were life-long reading habits and wide range of interests. High income, education and wide community contacts were never seen as discouraging use, and education and community contacts were seen to encourage use.

Mental impairment, mental depression and emotional problems were universally recognized as discouraging use of print and media, with nursing home staff even more sensitive than librarians to the impact of these problems.

The overall compatability in the views of nursing home staff and public librarians on the factors that affect use of books and media can provide a basis for collaboration to encourage use of these resources among the older residents in nursing homes.

Chapter 3

PUBLIC LIBRARIES AS A RESOURCE TO NURSING HOME RESIDENTS

Overview

Public library service to nursing home residents is conducted as service to a special public whose needs, by physical limitation or lack of mobility, must usually be met outside the library buildings themselves. Nursing home residents constitute the major outreach thrust of public libraries in Wisconsin to the older population of the State, with over 70% of the public libraries providing such special service, and approximately half of the nursing homes of the State so served.

Recognition of the importance of service to nursing home residents is part of public library awareness of the significance of library service to older adults. Most adults over 65 years of age are served in public libraries as all other adults are, with no age category designating special service; only as individual special needs for large print, reading aids, Talking Books, homebound service, and similar adaptations of service arise, does the public librarian take special recognition of age-related service. These areas of service are those most generally reported by Wisconsin public libraries, and are generally available to nursing home residents. Library service to the specific social needs of a retired, older population -- such as keeping-up-to-date, planning for and making good use of an active leisured retirement life, coping with major role changes and personal losses, maintaining positive and rewarding social contacts in the community -- have been less consciously offered to nursing home residents than to older adults in other areas of service such as retirement planning group programs and homebound delivery service. The program of public library service to older adults and nuring home residents varies greatly in scope from library to library, but awareness of need for improved service is wide spread.

Public library service to older adults has involved librarians in cooperation in planning and service with other social and educational agencies in their communities. For 16% of the responding libraries, the contacts with nursing homes was the single, strong contact of this sort, while for 17% of the responding libraries there was a widely diversified or intensive coordination and collaboration with various agencies. It seemed likely that for some reporting libraries the area of service to aging and to nursing homes provides a significant relationship to the community.

In assessing the future of Wisconsin public library service to nursing homes and, more generally, to an older population, there are several factors affecting a forecast of the nature of such service: (1) half of the responding libraries (and two-thirds of libraries with professional staff) are now making services to older adults available through a formal structure of special services; (2) while 57% of responding libraries have made no specific budgetary commitments to service to aging, 31% have budgeted $500 or more for 1974 for such service; (3) total funding committed to service to aging in 1974 was $274,451, an amount approaching the total grant funding for this purpose over the ten year period of 1965 to 1974, an amount of $295,206; and (4) public librarians are sensitive to the real barriers to expanded service that lie in lack of funds and lack of staff time, expertise or -- occasionally -- interest. The commitment, creativity, and sophistication of some public librarians' responses on barriers and directions for future expansion lend a truly optimistic tone to the overall assessment of public library service to aging and to nursing homes in Wisconsin.

Current Practice

Public libraries are serving the older adults of Wisconsin in several ways: (1) they are aware of them as a specific element of their "user public," (2) they are making arrangements for meeting their needs for special forms of materials (large print and Talking Books, etc.), (3) they are providing scheduled activities suitable to older adults at hours they can participate, and (4) they are reaching out to provide services of materials and activities in nursing homes and senior centers. Public library emphasis, nevertheless, is on the integration of the older adult into the general community of library users. As one librarian commented, "Our experience indicates that older people do not wish to be segregated or singled out."

The orientation of most public librarians, whether through sensitivity to the needs of older adults to remain part of the broader social community or through rejection of a statistical count of categories of individuals served, prohibits a realistic estimate of numbers of elderly served by public libraries responding to this survey. Numbers of institutions served, however, are exactly available, and service to nursing homes can be precisely known.

TABLE 1.--Public Library Service to Group Centers for Older Adults in Wisconsin, 1975

Group Center	No. Responding Libraries Serving Centers (n=89)	No. Centers Served by all Responding Libraries (n=89)	No. Centers Served by Selected Libraries (n=75)	Av. # Centers Served by Selected Libs.	Est. # Centers Served by libs with prof. st. (n=91)
Nursing homes	63 (71%)	220	213	2.84	258
Retirement villages	28 (31%)	71	71	.95	86
Housing projects	16 (18%)	41	41	.54	50
Senior centers	36 (40%)	81	78	1.04	95
Churches	10 (11%)	133	128	1.71	155
Other	12 (13%)	53	52	.69	63

It is clear that public library service to nursing homes is a major thrust in service to older adults. The highest number of libraries (71%) are involved; the highest number of such centers are served (50%). Service to no other type of group center for elderly living approaches this in volume and widespread practice.

It is also evident that public libraries with professional staffs are able to offer a more diversified and intensive service to group centers for older adults than are the libraries lacking professional staff. Of the 599 group centers served by the responding Wisconsin public libraries in 1975, a total of 583 (or 97%) were served by public libraries with at least one professional staff member.

Services Currently Provided

The three major modes of service identified in the Cleveland Public Library's national survey of library service to aging -- extension service, special materials, and group programs -- are indeed the focus of public library service to older adults in Wisconsin. This present survey inquired into the kinds of service currently offered, and the date of establishment of each service. Libraries responded to these inquiries but were unable to report the number of older adults using the individual services.

Availability of special materials represents the longest established and the most widely available library service to older adults in Wisconsin, with large print collections available in 93% of the "selected libraries" (those with professional staff) and in 89% of the total responding libraries. This form of special material reached almost comprehensive availability, with urban libraries (90%) and suburban libraries (93%) more nearly approaching that goal than rural libraries (82%). Slightly more than half the responding libraries report Talking Book services and film loan collections. The greatest period for growth in collections of special materials was 1966 to 1973, but continued introduction of these services into new library locations each year is reported. Urban libraries lead in the availability of these services (Talking Books 60%, film loan 55%), while rural libraries follow

TABLE 2

LIBRARY SERVICES TO OLDER ADULTS IN WISCONSIN
(Number of Libraries Offering Number of Services)

Total Responding Libraries (Number of Libraries)

Areas of Service	No services reported	1 service	2 services	3 services	4 services	5 services
EXTENSION SERVICES (4)	22 (25%)	29 (32%)	22 (25%)	9 (10%)	7 (8%)	
SPECIAL MATERIALS (5)	6 (7%)	15 (17%)	23 (26%)	30 (34%)	11 (12%)	4 (4%)
INFORMATION AND GUIDANCE (3)	68 (77%)	17 (19%)	4 (4%)			
ACTIVITIES IN THE LIBRARY (5)	48 (54%)	12 (13%)	14 (16%)	5 (6%)	4 (4%)	6 (7%)
ACTIVITIES OUTSIDE THE LIBRARY (5)	28 (31%)	22 (25%)	16 (18%)	12 (13%)	6 (7%)	5 (6%)

N=89

Selected Libraries (with Professional Staff)

Areas of Service	No services reported	1 service	2 services	3 services	4 services	5 services
EXTENSION SERVICES (4)	16 (21%)	22 (29%)	21 (28%)	9 (12%)	7 (10%)	
SPECIAL MATERIALS (5)	3 (4%)	9 (12%)	18 (24%)	30 (40%)	11 (15%)	4 (5%)
INFORMATION AND GUIDANCE (3)	55 (73%)	16 (22%)	4 (5%)			
ACTIVITIES IN THE LIBRARY (5)	37 (49%)	11 (15%)	12 (16%)	5 (7%)	4 (5%)	6 (8%)
ACTIVITIES OUTSIDE THE LIBRARY (5)	20 (26.5%)	20 (26.5%)	12 (16%)	12 (16%)	6 (8%)	5 (7%)

N=75

(Talking Books 53%, film loan 47%) and suburban libraries trail (Talking Books 50%, film loan 36%).

Extension Services are offered in one form or another by more than half the Wisconsin public libraries with professional staff (the "selected libraries") as well as by the total responding libraries. Homebound delivery service, a highly personalized one-to-one service usually involving use of volunteers, is the most frequently reported extension service, with 56% of the "selected libraries" offering this service. The years 1966 to 1974 were the period of most intensive growth of this service. Typically, homebound delivery services are available to those living independently or in family homes, rather than to residents of nursing homes or retirement centers. Policy on this, however, is not uniform. Fifty-seven percent (57%) of urban libraries are sponsoring home delivery service, 47% of rural libraries do so, while 43% of suburban libraries offer the service.

Deposit collections, available from 52% of the "selected libraries," are typically placed in senior centers, nursing homes, and retirement centers, as shown in our intensive community interviews. This service flourished in growth from 1971 to 1974, and rural areas are even more responsive to the need than urban areas: 53% rural area libraries offer the service, while 43% of urban and suburban libraries do so.

Bookmobile stops at group centers for the elderly are available from 20% of the responding libraries and continue each year to show new establishment in libraries throughout Wisconsin. Books-by-mail service, now available from 19% of Wisconsin libraries, has had its major impetus to growth since 1973 and is currently (1975) the most frequently reported innovative service. Bookmobile and books-by-mail services are offered by 29% of responding rural area libraries, by 14% of suburban libraries, and by about 18% of responding urban libraries.

Group programs for older adults are somewhat more frequently offered in group homes or senior centers (22% to 40% of responding libraries) than as activities presented in the library (19% to 27%). Because estimates of numbers of older adults served by each identified service were not generally available, the relative impact of these two aspects of group programs is not possible to assess. There is great diversity of forms in the group programs (social, cultural, book or film oriented, etc.), and such services have had a slow, steady growth over the years. Primarily social groups are less frequently introduced now, and cultural groups are somewhat an emphasis in currently innovated services. Book talks and talks about library services are the most commonly offered types of program (30% to 40% of total responding libraries), with over half the suburban libraries (57%) provide such talks, and a third of the urban libraries doing so.

Information and guidance services are an evolving focus in library service to aging, and Wisconsin libraries with professional staff (the "selected libraries") show some awareness of this, with 19% reporting provision of "information and referral" services to older adults, and 8% identifying aid to older adults pursuing independent study. As the able, independent leisured population of retired older adults grows, it is likely that this area of service will expand. These services rank more important

TABLE 3

Library Services to Older Adults in Wisconsin

(Number of Libraries Offering Services)

	Total number of responding libraries (N=89)	Total number of responding libraries with professional staff (N=75)	Estimated number of all Wisconsin public libraries with professional staff offering the service (N=91)
EXTENSION SERVICES			
Books by Mail	17 (19%)	14 (19%)	17 (19%)
Deposit Collections	40 (45%)	39 (52%)	47 (52%)
Homebound Delivery	47 (53%)	42 (56%)	51 (56%)
Bookmobile Stops	18 (20%)	18 (24%)	22 (24%)
SPECIAL MATERIALS			
Film Lending	45 (51%)	42 (56%)	51 (56%)
Talking Books	51 (57%)	46 (61%)	56 (61%)
Large Print Collection	79 (89%)	70 (93%)	85 (93%)
Reading Aids (magnifiers, etc.)	28 (31%)	28 (37%)	34 (37%)
Other	10 (11%)	10 (13%)	12 (13%)
INFORMATION AND GUIDANCE			
Information and Referral	16 (18%)	14 (19%)	17 (19%)
Independent Study	6 (7%)	6 (8%)	7 (8%)
Other (general services, etc.)	3 (3%)	3 (4%)	4 (4%)
ACTIVITIES IN THE LIBRARY			
Social Groups	17 (19%)	15 (20%)	18 (20%)
Book or Film Groups	23 (26%)	20 (27%)	25 (27%)
Subject Interest Group Activities	19 (21%)	18 (24%)	22 (24%)
Cultural Programs	18 (20%)	17 (23%)	21 (23%)
Talks about Library Service	24 (27%)	23 (31%)	28 (31%)
Other	3 (3%)	3 (4%)	4 (4%)
ACTIVITIES OUTSIDE THE LIBRARY			
1. Programs in Group Homes or Senior Centers			
a. Book Talks	29 (33%)	28 (37%)	34 (37%)
b. Film Showings	20 (22%)	18 (24%)	22 (24%)
c. Talks about Library Service	36 (40%)	32 (43%)	39 (43%)
2. Media Programs			
a. Newspaper Column	26 (29%)	23 (31%)	28 (31%)
b. Radio or TV Program	13 (15%)	12 (16%)	15 (16%)
3. Other	10 (11%)	9 (12%)	11 (12%)

in suburban library service (29% offer I&R, 14% offer independent study), while no rural area library reported either service; some urban libraries report these services (21% offer I&R, 7% assist in independent study.)

The question of the distribution of public library services to older adults in terms of need was explored directly in one facet of this inquiry. It was possible to determine the percentage of libraries offering these services by categories of communities with varying percentages of people over 65 years of age.

TABLE 4.--Numbers of Wisconsin Public Libraries Responding by Percentage of Adults Over 65 in Service Area

	% Population over 65	No. Responding Libraries		No. Selected Libraries	
Low	5% or less	5	(6%)	4	(5%)
Below median	6 - 10%	31	(35%)	27	(36%)
Above median	11-15%	33	(37%)	29	(39%)
High	Over 15%	20	(22%)	15	(20%)
	Total	89	(100%)	75	(100%)

The median percentage of population over 65 in Wisconsin was 10.7% by the 1970 U.S. Census, which showed the national median to be 9.9%. To some degree those communities with 5% or fewer older adults tend to be suburban communities, while those with 15% or more older adults tend to be rural. As a result, high percentage of libraries serving communities with 5% or fewer older adults but providing that special public a high level of service probably reflects the excellence of well-supported suburban libraries. Libraries serving communities with 5% or fewer older adults provided large print collections (100%), Talking Books (60%) independent study (40%), reading aids like magnifiers (40%), homebound delivery (40%), deposit collections (40%). On the other hand, the low percentage of such service availability from libraries serving communities with 15% or more older adults may reflect the small rural area library limitations in service to the total public. Such libraries offered no independent study guidance (0%), scarce reading aids such as magnifiers (10%), rare availability of information and referral on problems of older adults (10%), limited library-related group activities (10% to 15%), or programs in nursing homes and other group centers (15%).

Public library system interventions in the pattern of rural library poverty seems clear in the availability to communities with 15% or more adults over 65 years of age with collections of large print reading materials (80%), Talking Books (40%), deposit collections (40%), film lending service (30%), books-by-mail (30%), and bookmobile stops (20%). The relatively high availability of homebound delivery in rural area libraries (45%) may reflect the good will volunteerism of rural communities and rural area library staffs.

It is clear from the data on distribution of Wisconsin library services to aging, however, that those communities with 6% to 10% of population over 65 years of age and those with 11% to 15% of population over 65, provide the preponderance of services to older adults in almost all categories.

TABLE 5

GROWTH OF LIBRARY SERVICES TO OLDER PEOPLE IN WISCONSIN

	Total Number of Libraries Offering Services in 1975	Year Service was Initiated (by number of libraries)					
		1975	1973-74	1971-73	1966-70	Before 1966	No date Est.
EXTENSION SERVICES							
Books by Mail	17 (19%)	5	4	5	0	1	2
Deposit Collections	40 (45%)	0	11	9	5	5	10
Homebound Delivery	47 (53%)	3	15	8	11	5	5
Bookmobile Stops	18 (20%)	2	1	2	5	4	4
SPECIAL MATERIALS							
Film Lending	45 (51%)	4	3	9	5	12	12
Talking Books	51 (57%)	0	7	9	11	5	19
Large Print Collection	79 (89%)	1	9	13	28	5	23
Reading Aids (magnifiers, etc.)	28 (31%)	3	3	9	4	0	9
Other	10 (11%)	1	2	3	0	1	3
INFORMATION AND GUIDANCE							
Information and Referral	16 (18%)	0	2	3	0	2	9
Independent Study	6 (7%)	1	0	1	1	0	3
Other	3 (3%)	0	0	1	0	1	1
ACTIVITIES IN LIBRARY							
Social Groups	17 (19%)	0	1	6	2	2	6
Book or Film Groups	23 (26%)	2	4	3	5	1	8
Subject Interest Group Activities	19 (21%)	0	2	2	3	2	10
Cultural Programs	18 (20%)	3	2	3	1	2	7
Talks about Library Service	24 (27%)	0	2	4	1	4	13
Other	3 (3%)	1	0	0	0	0	2
ACTIVITIES OUTSIDE LIBRARY							
1. Programs in Group Homes or Senior Centers							
a. Book Talks	29 (33%)	0	4	3	5	4	13
b. Film Showings	20 (22%)	1	3	7	1	4	4
c. Talks about Library Service	36 (40%)	1	6	8	2	3	16
2. Media Programs							
a. Newspaper column	26 (29%)	1	0	3	2	3	17
b. Radio or TV Program	13 (15%)	0	2	1	2	1	7
3. Other	10 (11%)	0	3	5	0	0	2
	TOTALS	29	86	117	94	67	205
		5%	14%	20%	16%	11%	34%

N=89

59.8 units of service reported established

Cooperation In Planning and Coordination of Services to Aging

Wisconsin public libraries reflect the full spectrum in coordination of library services to older adults with the planning and programming of other service agencies and groups in their communities and regions. Forty-five responding libraries (51%) reported some interaction with other agencies in the planning and coordinating of service to older adults. Of these, thirty-one libraries (35% of total responding libraries) reported assessment of needs of older adults, joint planning of services, cosponsored programs, or close coordination of library service to older people with programs of other agencies. Fifteen of these libraries (17% of total responding libraries) were involved in at least three of these four phases of community collaboration, and typically these libraries worked with several committees, coordinating agencies and clusters of agencies (e.g."churches,"hospitals,") in planning and frequent telephone or face-to-face contacts of regular conferring. Service on other agency boards or government-unit task forces on aging was reported by several public librarians. In some small communities it is clear that the public librarian has taken a major leadership role in stimulating services of all kinds to older adults.

Several public libraries reported intensive interaction with social agencies, committees on aging, senior centers, group living centers for elderly, to develop a list of potential patrons for library services such as books-by-mail or homebound delivery service. Similarly additional librarians documented regular publicity contacts with such groups as the American Association of Retired Persons (AARP). A number of public libraries reported library services made possible by the volunteer efforts of members of cosponsoring service clubs and organizations such as Lions, Altrusa, Campfire Girls, Red Cross. Joint planning of library service to particular centers, such as nursing homes, was reported as the sole venture in community planning by as many as fourteen libraries (16% of the responding libraries).

Structure of Public Libraries for Serving Older Adults

Approximately half (49.4%) of the public libraries responding to the Survey reported a specific organizational structure for special services to older adults: (1) through special services located in the central library (45%); (2) through an outreach office (15%); (3) bookmobile service adapted to elderly (20%); or (4) special efforts through the branch libraries (15%). A number of libraries reported more than one of these service structures. It became clear, in interviews with a selected group of libraries, that over-all coordination of services to older adults is just emerging as an organizational possibility in Wisconsin public libraries. Where a single structure was specified for service to the elderly, in the four case studies it was clear that older adults were served in a variety of ways by adult service units without special designation; for example, branch libraries, reference departments, group services. The patterns of service organization did not differ between libraries with professional staffs and those lacking professional staff, and 88% of all public libraries reported some provision for services to older adults in the central library.

TABLE 6.--Structure of Public Library Service to Older People
Wisconsin Libraries with Professional Staff - 1975
(Number of Libraries Offering Service Through Specific Units)

	Urban (n-52)	Suburban (n-12	Rural (n-11)	Total (n-75)
Main Library (General Services)	47(90%)	9(75%)	10(91%)	66(88%)
Main Library (Special Services)	29(56%)	2(17%)	3(27%)	34(45%)
Outreach Office	12(23%)	1(8%)	0	13(17%)
Bookmobile	11(21%)	2(17%)	5(45%)	18(24%)
Branch Library Services	9(17%)	1(8%)	3(27%)	13(17%)

With two-thirds of the public libraries with professional staffs making special provision for service to older adults, this area of service would seem well on its way toward becoming an accepted aspect of public library service in Wisconsin.

The depth of commitment to service to older adults may be measured not only by the extent to which this service is built into the organizational structure but also by the budget allotments made specifically for library service to the elderly.

TABLE 7.--Wisconsin Public Library Budget Support
Specifically for Services to Older Adults in 1974

	No Budget or No Specific Budget	Under $100	$100 to $300	$300 to $500	$500 to $1000	$1000 and over	Total
Urban	33(57%)	1(2%)	3(5%)	3(5%)	2(3%)	16(28%)	58
Suburban	7(50%)		2(14%)	1(7%)		4(29%)	14
Rural	11(65%)					6(35%)	17
Total	51(57%)	1(1%)	5(6%)	4(4%)	2(3%)	26(29%)	89

(n=89)

It can thus be seen that between a quarter and a third of the public libraries serving urban, suburban and rural Wisconsin are making a deliberate budgetary effort in service to older adults. Well over half have not made specific budget commitments to materials or services, although a few of these report some specific organizational structure to provide services to older adults. The tendency to introduce services to new publics under special grant funding or as a new aspect of an already established and funded service undoubtedly accounts for a portion of the 57.5% of libraries with no regular budget commitment to this area of service.

Analysis of the role of grant funds in establishing and institutionalizing public library services to older adults would be useful. This Survey revealed some interesting data related to this query.

TABLE 8.--Grant Funds for Establishing and Supporting Services to Older Adults 1965-1974 Reported by the Eighty-Nine Wisconsin Public Libraries Responding.

	Administration on Aging (AOA)		Library Services* & Construction Act (LSCA)		Other Government Grants (+Other)		Total	
Libraries	Amt.	# Lib.	Amt.	# Lib.	Amt.	# Lib.	Amt.	# Lib.
Urban	$112,000	1	$88,908	10	$49,595	2	$250,503	13
Suburban	______		$23,249	2	$ 8,150	2	$ 31,399	4
Rural	______		$13,304	3	______		$ 13,304	3
Total	$112,000	1	$125,461	15	$57,745	4	$295,206	20

*$24,100 of LSCA grants went to libraries without professional staff; all other grants reported were made to libraries with professional staff.

In brief, 22% of the responding libraries reported receiving a grant for library service to aging within the last ten years, while 42.5% of the responding libraries are making specific budget allotment to this service, and 49.4% have a specific organizational structure for serving older adults. It is clear the grant funding has led to institutionalization of the service with local budget support and that such grant-funded services have been paralleled by similar services in libraries that have not received grants. It is of particular interest to note that the amount of money budgeted specifically by Wisconsin public libraries for service to aging in 1974 ($274,451) approached the total amount in grants over the ten year period 1965-1974 ($295,206).

TABLE 9.--Wisconsin Public Library Expenditures for Service to Older Adults in 1974.
Dollar Expenditures - Reported by 51 of the 89 Reporting Libraries.

	Total		Urban		Suburban		Rural	
Personnel	$166,301	(60%)	$147,081	(64%)	$5,950	(46%)	$13,270	(39%)
Materials	79,686	(29%)	58,836	(26%)	4,850	(37%)	16,000	(47%)
Transportation	19,274	(7%)	13,938	(6%)	1,036	(8%)	4,300	(13%)
Other	11,565	(4%)	10,105	(4%)	1,110	(9%)	350	(1%)
Total	276,826	(100%)	229,960	(100%)	12,946	(100%)	33,920	(100%)

TABLE 10.--1974 Budget Structure For Service to Older People In Wisconsin Public Libraries With Professional Staff By Number of Libraries (n-75)

	No Specific Budget-Elderly	Under $100	$100-$300	$301-$500	$501-$1000	Over $1000
Personnel	51(68%)	2(3%)	3(4%)	2(3%)	4(5%)	13(17%)
Materials	43(57%)	2(3%)	9(12%)	1(1%)	4(5%)	16(21%)
Transportation	54(72%)	4(5%)	4(5%)	1(1%)	6(8%)	6(8%)
Other	66(88%)	1(1%)	0	2(3%)	0	6(8%)

Of the total 1974 funds budgeted for library service to aging in Wisconsin, $38,667 (14%) were available from grant funds; the remaining 86% were assigned from the regular public library budgets. Using budget structure as a measure of commitment to an area of service, this proportion of regular funding of service to elderly seems an optimistic sign of the building of this new area of service into the regular function of the library, of "institutionalizing" the service.

There are no "norms" for what a public library (of particular size or serving a particular percentage of elderly) "ought" to be spending. Our conclusion for the moment, therefore, is an optimistic one: that 57% of responding public libraries have built service to aging into their budgets, and that 86% of the current designated funding for this service is "hard money" from regular funding sources.

Assessment of Future Needs and Current Barriers to Library Services to Older Adults

Wisconsin public librarians were asked to identify what should be done to extend the reporting library's program of service to older adults, and to detail the chief barriers to expansion of the library's services to the elderly. Eighty percent (80% or 71 libraries) provided comment on future needs and 96% (85 libraries) identified barriers to expansion. It was clear that typically services to older adults are provided on a narrow margin of funds and staff and that service to aging is a new social priority to which many adjustments must be made.

TABLE 11.--Chief Barriers to Expanded Services to Older Adults

Barriers	No. Libraries Reporting	% Libraries Reporting
Limited staff or staff time, expertise or interest	51	57%
Limited funds	37	47%
Inadequate library architecture	25	28%
Older adults' unreadiness to use the public library services	17	19%
Limited staff knowledge of needs of older adults	8	9%
Low community or board priority on library service to elderly	6	7%
Lack of transportation facilities to library for older adults	5	6%

Limitations of staff were usually identified as a problem of lack of time, although several librarians pointed specifically to lack of staff interest or special expertise in service to older adults. Solutions to these problems seemed in the making as a few librarians reported plans to develop volunteer programs to extend services (5 libraries), and to provide staff training programs (2 public library systems). But for perhaps half the public libraries in Wisconsin the problems of staff seemed more overwhelming than the availability of solutions such as these could match, and expansion of service to the older adults for these libraries might be related to aspects of expanded staff size and staff development, along with generation of such staff substitutes as volunteer programs and the design of low-effort/high-impact services.

There are problems in meeting the need identified by some librarians for expertise in service to older adults. Few libraries report policies in support of releasing staff for training; 48 libraries (54%) reported no support for such training, while 11 libraries (12%) reported that the staff member would be allowed time (usually for one-day or short-term workshops) but no expense support would be given. About one-third of the responding libraries reported some level of financial support, with half of those (15% of all responding libraries) indicating that staff time and financial support for fees, travel and expenses would be allowable if the study were approved.

Realistically, if staff training in library service to aging were to have any broad application, the training should be offered on a short-term basis in the home area of the library staff members invited to attend. The responding libraries estimated that 171 staff members (an average of 1.91 per library) might be encouraged to study library service to aging on a short-term basis in the home area, while 102 (an average of 1.15 per library) could be encouraged to study in workshops or short conferences away from the home area. Only 18 staff members (1 from every 5 libraries) were identified as possible students for full-time formal study on a university campus. This pattern of staff involvement in continuing education is probably not peculiar to library service to aging, but reflects the limitations of staff and budgets, as well as long-established patterns of ETN (Educational Telephone Network) and one-day regional conferences built up in Wisconsin. The expectations are no different in this area, and education must adapt itself to these expectations.

The limitations of funds was often expressed with the simple comment "Money!" The fact must be recalled that 57.5% of the responding libraries reported no specific budgeting for library service to older adults. Several librarians made clear the costly nature of individualized service to older adults, and tied this factor to the importance of developing volunteer programs for homebound delivery and shut-in service. While budgeting always reflects library and community values and priorities, as well as past commitments, it is essential to recognize the "barebones" budgeting for many public libraries in Wisconsin. Until the needs of older adults for library service become clearly more imperative in the local community view, reorientation of budget priorities on staff commitment alone will be tentative. The need for state leadership in goal-setting and supplementary funding in library services in aging continues to be great.

Inadequate library architecture and facilities were noted by 28% of the responding libraries, with the comment "too many steps" being made specifically in almost half the cases. Lack of space for group meetings of older adults was a problem for a number of libraries, with one library reporting a need for more chairs: ". . . we own 72 and borrow 12 for the Senior Citizens Club visits." Lack of meeting rooms was also cited. Library location was seen as inaccessible for older adults in several cases. Two responding libraries rejoiced in being able to report new buildings which will allow a significant expansion of service to older adults.

There was an often articulated concern that older adults were not interested in library services, were unaware of library services, had a poor image of the public library as "literary" or as a "welfare" service, all of which resulted in an unreadiness to use to public library services.

Coupled with this was a frequent acknowledgement that the library staff had insufficient knowledge of community needs, of the interests of older adults, of who the older adults of the community are. The importance of community needs assessment in relation to older adults was clearly identified by some librarians, with a recognition that library services designed to meet real needs should have appeal to the older public for whom they are designed. The concerns with low board or community priority on library service to the elderly might well be met by such needs assessment and redesign of services, coupled with an outreach program of publicity and "good news."

The problem of lack of transportation facilities was a minor one in proportion to these other concerns, but one on which libraries have already expended much ingenious service design. Not only is a major portion of service effort currently expended in outreach, but the major thrust of planned or envisioned expansion of current service is in this area.

TABLE 12.--Nature of Library Service Expansion Needed

Services Needed	No. Libraries	% Libraries
Extension service to local institutions (nursing homes, senior centers, etc.)	27	30%
Homebound delivery	19	21%
Library group programs	15	17%
Programs to stimulate interest of older people in library use	8	9%
Coordinate library service with community programs for elderly	5	6%
Develop volunteer program	5	6%
Books-by-mail	4	5%
Van to deliver materials	4	5%
Large Print materials	4	5%
Non-print materials	4	5%

Library group programs, either within the public library or conducted outside the library in conjunction with the programs of other agencies, was an important perception of need for growth. A few librarians noted the need to supplement the group program design with more individualized services, recognizing their somewhat greater cost per person served. One new area of group programming proposed was that of retirement planning, a service designed for persons from 50 to 65 years of age, approaching retirement. One librarian proposed developing a "Friends of the Library" type of group related specifically to the program of service to older adults, building the contributions of older users into the service planning. Drop-in Center for older adults was proposed by one library, and another suggested taping of readings by local volunteers.

Beyond the very obvious need for extension of library services to those who cannot come to the library, and the possibilities which group programs offer in stimulating interest and activity among older adults, the areas for growth envisioned by public libraries seem to reflect personal insights of individual librarians in their response to local needs. Each of these may be seen as projecting new areas of major growth in library services to aging. Retirement planning, for example, suggests a fertile approach to service to our aging population, enabling people to anticipate their own needs and to provide for them by planning in advance. As the size of our independent-living, able, leisured older adult population increases, such planning becomes a matter of social importance. Books, films, experts brought together by the public library to share knowledge and insight with adults approaching retirement becomes a significant new area of service.

Equally suggestive of a significant new mode of service is that of the "Friends of the Library" type of group. Older adults would thus be enabled to assist in planning or carrying out a variety of services for which, as the older population with higher levels of education and patterns of more intensive media use increases, there will be increasing demand. Strong relationships could thus be built between a committed group of older adults and the public library, providing important feedback to library planning and providing competent interpreters of the program to other older adults.

FOR ~~GENERAL~~ CODING FORM

Please return 1 copy by June 27, 1975

Return to: M.E. Monroe
Library School
University of Wisconsin
600 North Park Street
Madison, Wisconsin 53706

STUDY OF PUBLIC LIBRARY SERVICES TO OLDER PEOPLE

IN WISCONSIN - 1975

Name of Library ______________________________

Address ____________________ City ____________________

Name and Titles of Persons
Completing the Report: ______________________________

______________________ ______________________

I. GENERAL INFORMATION ON YOUR LIBRARY

POPSER 1. What percentage of your library's users are

① _____ Urban ② _____ Suburban ③ _____ Rural

2. Please indicate the

POP a. Total population in the library's primary service area # _____

ELDPOP b. Number of persons 65 years or older in service area # _____

HROPEN c. Number of hours library (central library) is open on weekly basis in the

morning _____; afternoon _____; evening _____ (total #)

NOFTE d. Number of (full-time equivalent) employees # _____

TOTBUD e. Total operating expenditures budgeted for 1975 $ # _____

II. PROGRAMS OR SERVICES YOUR LIBRARY NOW PROVIDES TO OLDER PEOPLE

Programs or services to be reported here should be those (1) designed specifically for older people (e.g. nursing home book deposits), or (2) capable of meeting needs of persons whose limitations or opportunities are typical of older, retired persons although they are used by other age groups as well (e.g. Books by Mail). Other programs or services, not publicized or focused on this special group should not be reported here, unless over 50% of the users are over 65 years of age.

Check the units of your library which carry out some portions of special services to older people:

0= don't
provid
1 = [illegible]
provid

MILBGEN _____ main library (general services)

MILBSPEC _____ main library (special service to elderly)

OUTRCH _____ outreach office

BKMOB _____ bookmobile

BRANCH _____ branches

how many? _____

NOUNSP _____ no unit specified

NONE _____ none

true=
false=

(See next page for list of services to be checked)

0 = don't provide
1 = do provide

Catagories
0 = no est
1 = <1 yea
2 = 1-2 yr
3 = 3-5 yr
4 = 6-10 yr
5 = >10

	Categories	Check Services Offered	Number of Persons 65+ Regularly Served (est.)	Year Established
II. A.	Library resources			
	Books by Mail	LR1	LR11	LR111
	Deposit collections	LR2	LR21	LR211
	Film lending	LR3	LR31	LR311
	Homebound delivery (for individuals in own homes or nursing homes)	LR4	LR41	LR411
	Bookmobile stops	LR5	LR51	LR511
	Talking Books	LR6	LR61	LR611
	Large print collection	LR7	LR71	LR711
	Reading aids (magnifiers, etc.)	LR8	LR81	LR811
	Other	LR9	LR91	LR911
B.	Information and Guidance			
	Information and Referral Center (related to older people)	IG1	IG11	IG111
	Independent Study	IG2	IG21	IG211
	Other	IG31	IG31	IG311
C.	Activities in the Library			
	Social groups	AIL1	AIL11	AIL111
	Book or film groups	AIL2	AIL21	AIL211
	Subject interest group activities	AIL3	AIL31	AIL311
	Cultural programs	AIL4	AIL41	AIL411
	Talks about library service	AIL5	AIL51	AIL511
	Other (specify)	AIL6	AIL61	AIL611
D.	Activities outside the Library			
	1. Programs in group homes or senior centers			
	Book Talks	AOL1	AOL11	AOL111
	Film showings	AOL2	AOL21	AOL211
	Talks about library service	AOL3	AOL31	AOL311
	2. Media programs			
	Newspaper column	AOL4	AOL41	AOL411
	Radio or TV programs	AOL5	AOL51	AOL511
	3. Other (specify)			
	____________	AOL6	AOL61	AOL611
	____________	____	____	____
	____________	____	____	____

III. COMMUNITY GROUPS OR AGENCIES RELATED TO LIBRARY'S SERVICES

A. **Through** what institutions or organizations do you provide services to older people? Indicate how many of each kind.

		Categories	Number		Categories	Number	
ISNURS	1.	Nursing homes	____	4.	Housing projects	____	ISHOUS
ISRET	2.	Retirement homes	____	5.	Churches	____	ISCHUR
ISSENCEN	3.	Senior Centers	____	6.	Other (specify)		ISCOTHER
				7.	Total	____	ISTOT

B. In cooperation with what other service organizations does the library staff assess community needs for older people, plan community-wide programs or co-sponsor programs, or coordinate library services to older people?
Please (1) name the related organizations or agencies,
(2) cite frequency of your contacts,
(3) describe the kind of coordination.

Don't do

IV. YOUR LIBRARY'S ASSESSMENT OF FUTURE NEEDS FOR LIBRARY SERVICES TO OLDER PEOPLE

A. What, if anything, should be done to extend your library's services to older people?

Don't do

B. What are the chief barriers to expansion of your services to older people?

Don't do

C. Below is a list of factors people have identified as related to reading and use of books and other media. From your experience, indicate for each factor whether it encourages, discourages or has relatively little influence on use of books and other media.

Indicate your rating by the following scale:

③ + = encourages; ① - = discourages; ② 0 = makes little difference

FACAGE ____ aging FACMEIM ____ mental impairment FACED ____ education
FACSEE ____ sight FACMEDE ____ mental depression FACRD ____ life-long reading habit
FACHEAR ____ hearing FACEMOT ____ emotional problems FACINT ____ wide range of interests
FACVIT ____ vitality FACINC ____ high income FACCOM ____ wide community contacts

0 = NR

V. STAFF TRAINING NEEDS ON SERVICE TO OLDER PEOPLE

Understanding the process of aging, the life tasks older people face, the range of services available to our aging population, and ways in which library resources can serve leisure as well as information needs - - - all can be helped by continuing education.

A. Please describe your library's policies concerning releasing staff for training programs on library service to older people. Does the library provide financial support for training?

[illegible]

B. Please estimate the number of your library staff you could realistically encourage to study library services to older people.
(Enter number of staff at each level of study applicable.)

STF HOME 1. In your home area (ETN, in-service training, extension courses, etc.) ________

STF AWAY 2. Short-term away from home area (workshops, conferences) ________

STF CAMP 3. Formal campus study (advanced degree, full-time study) ________

STF TOT 4. Total ________

VI. FUNDING FOR LIBRARY SERVICE TO AGING

1. a. Estimate your budged allocation for library service to aging in 1974.

BUD PER	Personnel	$________
BUD MAT	Materials	$________
BUD TRAN	Transportation (bookmobile, staff travel, homebound, etc.)	$________
BUD OTH	Other (specify) ____________________	$________
B UDTOT	TOTAL	$________

PERCBUD b. What percentage of your total library budget does this budget for service to aging represent? ________ [illegible]

RANTFD 2. Has your library received grant funds to develop services to older people within the last ten years? (1) yes; (2) no

3. If YES, state the sources and give the years the special programs were funded.

	Source	Years	Total $ Amount
a.			
b.			
c.			
d.			

0=no
1=yes

AOA
LSCA
MDCT
GOV
OTH

AOA TOT
LSCA TOT
MDCT TOT
GOV TOT
OTH TOT

= amount

TOTAL #

Chapter 4

PROBLEMS, ISSUES, AND CONCLUSIONS

The focus for this study has been the climate of Wisconsin nursing homes for the use of print and other media. The study of public library service has been an important adjunct to help place in perspective the contribution of this agency to the nursing home environment in terms of media use. Problems, issues, and conclusions are presented here in this context.

Nursing Home Climate for Use of Print and Media

Three major focus points were taken for the study of the nursing home climate for the use of print and other media: the physical facilities and physical environment of the nursing home; the social climate for the use of books and other media, including the activity programs, the therapy programs, and the daily life and contacts; and finally, the professional climate for the use of books and media, including the staff readiness to provide support and assistance, to encourage use, to perceive the major elements in the situation of use of media. The conclusions presented here are positive and supportive and at the same time critical in the expectation that the problems identified do have solutions.

Physical Facilities

The physical facilities provided in Wisconsin nursing homes for use of print and other media reflect awareness of the importance of these extenders of daily experience. The limitations of numbers and availability of these facilities, however, inevitably impose limitations on their meaningful, purposeful use as significant enhancement to daily living.

In most nursing homes in Wisconsin, activity and recreation space is limited, and use of library resources must compete with crafts, games, and meals for time as well as space. No attempt was made in this study to evaluate collections except in the broadest outlines, which show that over half the collections were gifts (often volumes no longer wanted or needed elsewhere), were maintained as static collections to which no planned, purchased additions were made, and few had the professional service of librarians except on the basis of supplemental public library service. The rare situations were those with a separate library room, a growing collection of books supplemented by public library loans and services, and a group of residents responsible for the circulation of materials.

With one-third of the nursing homes below standard in provision of individual reading lamps, use of print resources in the leisured evening hours is inevitably limited. Inadequate housing for personal collections of books reflected in widespread reliance upon nightstands, windowsills and closets for this purpose, makes use difficult and less likely. Bookshelves have not yet become standard features of individual living quarters. Until bookshelves and reading lamps are regularly available, widespread use of print is unlikely; these are essential features, even though not all residents will choose to use them regularly.

The use of radio and television for most residents (70% or more) must be done without the level of selectivity and personal choice that purposeful use requires. Sets shared with a large group of people of unlike backgrounds and interests do not provide a realistic basis for purposeful viewing or listening for information, recreation or cultural experience.

Social Climate

The atmosphere of choice among a diversity of activities in the nursing home is reflected in the diversity of areas of participation by residents, with no single activity involving much over half the residents. While about half the residents attend religious services and picnics, about a third attend film showings and 15% attend book and library programs. Frequency of such events were not measured, but the distribution of attendance seems to relate book and media participation reasonably to the life styles prevalent in our society as a whole.

While newspaper reading is widespread, book reading is judged by the nursing home staffs to be limited to about a quarter of the residents, and only 13% were judged to be regular readers of books, and 4% users of Talking Books. Since about half the residents are fully capable of using print resources, and since perhaps half of these have at least some high school education or better, it might be assumed that with a more aggressive development of the use of print, a larger proportion would become involved in its regular use. What levels of participation are optimal for institutionalized elderly is not known, but closer study of this seems desirable in the light of the fact that other institutionalized groups demonstrate much higher rates of individual reading.

It seems reasonable to conclude that the present social climate for the use of print is neutral, with opportunities, resources, and some assistance available but generally lacking imaginative approaches to best utilization.

No attempt was made in this study to estimate the number of hours of television viewing or radio listening which residents do regularly. The social climate for the use of the mass media in nursing homes seems characterized by the general availability of the media for large group viewing and listening in lounge areas of "floors" or "wings" of the home, and observation documents the typical pattern to be dominance of lounge areas by television which is regularly activated. A study of the process of choice and purposeful use of media as needed to discover the extent to which selectivity is guided by spontaneous patterns of group choice among those gathered, by advanced planning for desired programs, and by examination of the range of available programs in advance of viewing time. The charge that nursing homes use television primarily for "babysitting" should be more thoroughly explored, since the pattern of availability of television sets might suggest this charge has some foundation.

Professional Climate

No librarians were reported on the staffs of any responding nursing homes in Wisconsin. The diversity of professional and paraprofessional assistance provided to residents in their use of media and books suggests widespread awareness of the importance of the availability of these resources as well as lack of designated responsibility among specific groups of personnel. Radio and television are activated either by residents or by nurses or nurses' aides, with activity therapists involved only a small portion of the time. Assistance with the use of books (whether book cart, bookmobile visits, or visits to the nursing home book collection) is given either by other residents, by nurses or nurses' aides, or by activity therapists in equal proportion. Talking Books, however, are administered almost entirely by activity therapists and occupational therapists, seemingly in deference to the responsibility for loaned or unfamiliar equipment. Volunteers represent a very small proportion of assistance with print and media, and professional staff assistance is largely that of nurses' aides, nurses and activity therapists, with occupational therapists and social workers functioning as primarily responsible in perhaps 5% of the situations. Normally public librarians providing service to nursing homes have prime contact through the activity therapist, whose background of preparation for the task of book and media distribution may be negligible.

Professional staff interest and sensitivity to the importance of books and media to residents is measured by the realistic appraisal which nursing home staff made of factors influencing book and media use among residents. Their judgments and those of public librarians serving older adults were very similar. In a very real sense, the nurses, activity therapists and occupational therapists in nursing homes are serving as "librarian surrogates," performing the daily services with books and media which librarians would perform if they were assigned to the situation. Often aware, sensitive and interested, these "librarian surrogates" typically lack the expertise of librarianship that would allow the best selection and utilization of resources for the residents and certainly lack the time to give this full focus of attention.

Until the work of a librarian as a nursing home staff member is put to the test, we are in no position to judge the optimum utilization of books and media in service to elderly residents. Until persons filling the position of activity therapist are provided orientation to the use of books and media with residents, the quality of such service will be limited.

Recommendations:

1. A depth study of library service to nursing homes is needed to provide a series of "models" for such service and to provide a basis for adequate "standards" in this area.

2. Public librarians, through personal service to residents individually or in small groups, should be enabled to demonstrate the diverse roles of media and print: providing information significant to residents, and serving as channels for personal growth and discovery, in addition to providing respite and entertainment.

3. The "librarian surrogate" concept should be explored as a desirable model for nursing homes, with such persons providing a linking role

between residents and media, and between residents and library service. Viewed as filling the day-to-day non-specialist role in use of books and media, the "librarian surrogate" fills an important place in the network of staff in an interdisciplinary model of service. Collaboration of such staff with either a part-time nursing home librarian or a visiting public librarian will be a major professional function of the activity therapists, nurses, or occupational therapists filling this role. Orientation and training for the task should be provided.

4. The concept of the librarian as nursing home staff member should be demonstrated, to develop models and a picture of optimum use of books and media to elderly residents. Small group programs should test the value of congeniality of interests and backgrounds in use of books, films, and other media; individual book and media advice should be expanded; small group use of Talking Books and special television and radio programming should be tested; standards for nursing home book collections should be developed.

5. The need to individualize services to nursing home residents is great, but it is expensive. A program of activating mobile residents (or, alternatively, volunteers) in taking responsibility for major portions of this level of service should be undertaken. An important value to using residents in this role lies in their assuming responsibility for providing a much-needed and appreciated service.

Public Library Service to Nursing Homes in the Context of Service to Elderly

While 84% of the responding nursing homes reported using one or more public library services, the public libraries of Wisconsin are probably serving about 50% of the nursing homes of the state. Service to nursing homes is the most frequent and intensive extension service to elderly reported, with 76% of public libraries with professional staff reporting such service. This service tends to focus on deposit of large print books and general book collections, channels to Talking Book services from the Regional Library for the Blind and Physically Handicapped in Milwaukee, and loan of films. Public libraries have designated responsibility for this service typically to bookmobile librarians or to outreach staff, and have not related this specifically to all other services to older adults. It is most often combined with outreach to senior centers, housing projects, and churches. No separate budgets for nursing home service were reported.

The development of service to nursing homes has been an important occasion for collaborative planning with staff of the nursing homes, and the points of view on book and media use by elderly residents held by public librarians correspond closely with those reported by nursing home staff.

The evolution of public library services to older adults in the past ten years has seemed to follow not only from the growth in numbers of older adults in our communities, but to be related also to such events as the 1971 White House Conference on Aging and to the stimulation of grants from the Wisconsin Division for Library Services under the Library Services and Construction Act (LSCA). The intensive growth in innovative services to aging from 1970 to 1974 coincides with the 1971 Conference and with LSCA grants. The sound effect of the grant program seems proven by the current level of funding such service by local libraries.

On the whole, public libraries have envisioned service to older adults as a service integrated with all adult service, without designation in terms of age categories. Such limitations as those of failing sight and hearing are given special consideration without relation to the age of the users. The structure of public library service for aging focuses on specific needs, such as book delivery to the homebound, low vision center, deposit collections to nursing homes, rather than on a broad category "services to aging." This structure takes a wholesome approach to the social phenomenon of our aging society, and maintains the older adult in the framework of "regular" service except where special needs or specific requests from groups of older adults make separate attention desirable. Public library service to nursing homes is clearly an appropriate special emphasis in the context of this philosophy.

Loss of visual acuity is a widespread phenomenon of aging, and affects reading of books and newspapers much earlier than it affects viewing of television. The Mid-Continent Survey in 1970 showed 11% of adults had difficulty reading at age 70-74, while a comparable percentage were not limited in watching television until the age group 80-84. Similarly, hearing television or radio offers less of a problem in the age group 70-74 than hearing people talk. These factors condition the nature of library service to older adults. Small groups are far more effective for discussion and reading aloud than large groups; and the pattern of sharing the reading must depend in part on the capacity of people in the group to comfortably share in the activity. Public libraries have offered special group programs for older adults on only a limited basis, but express a readiness to expand this area of service. Study of the special needs that affect the style of group programs is an important first step.

Public library book and media services are inevitably structured in a style that can meet several of the basic needs of elderly residents of nursing homes; services are readily individualized; they offer a wide range of choices adapted to special interests and needs of adults; they provide contact with the world outside the nursing home; the group services are best offered in small groups of people of similar interests; the use of library services easily leads to social interaction among users of the service; use of these services provides the elderly resident a basis for expanded communication with family and friends; group services can lead to individual activity in follow-up reading or listening that gives an additional thread of continuity and purpose to daily life; such serious life tasks as facing illness, learning to live away from family and friends, facing death as an inevitable part of life, all can be somewhat more easily dealt with through access to understanding of them in films, books, articles that make these difficult subjects approachable and discussable. Programs of public library service to nursing homes should bear these important potentials in mind if they hope to fully capitalize on the library resources for the benefit of the elderly resident.

While the benefits of reading guidance, group discussion, information service flow from the activity of a librarian working with individual residents, the availability of a supplemental public library collection alone is of major importance. Such collections can furnish the opportunity for the residents to exercise choices from a wider range of resources in selection of reading, viewing, and listening experiences. Nursing home collections in Wisconsin at this time are relatively static and have been built without design to challenge, captivate, or nourish intellectual curiosity or delight. Public library deposit collections (whether delivered to individuals for whom they have been particularly chosen, or to the nursing home collection they have been particularly designed to supplement) can balance the array of choices with the less usual books, magazines, films, art prints selected to serve known individuals within the particular nursing home. The public library's capacity to enrich the basis for choice in lives that have diminishing choices is highly significant.

As public librarians continue to serve nursing home residents, their collaboration will increase with the "librarian surrogates" who channel materials to residents, who provide the daily assistance in the use of equipment, or initiate group activities related to books or films. The sharing of expertise on the capacities, interests and needs of older residents and of expertise on the selection and utilization of books and other media to meet the interests and needs of residents will provide the basis for sound book and media service. Such sharing should be built into the pattern of public library service to nursing homes.

With the growth of pre-admission counseling programs in nursing homes, residents are encouraged to build links between their independent living and the life style into which they will move in the nursing home. During this period prior to admission, not only should plans for church relationships, such personal services as beautician, and so forth be planned, but bridges from the public library service to the new environment might well be included. Wherever such pre-admission counseling develops (and certainly it is now in its infancy in nursing home programs), public librarians will want to explore the appropriate role of library service. A plan for the use of books and media emphasizes continuity and a constructive approach to living in a nursing home for that segment of the incoming residents for whom these resources are meaningful.

Public library systems serving rural areas where no community libraries exist may well identify a multitude of very small nursing homes whose professional staffs are minimal. Here the public library outreach may be especially significant, not only as providers of books and media but as "surrogate activity staff" or "surrogate occupational therapists," if you will, using library resources to activate a program informally for which no professional staff is available. This interdisciplinary exchange in small situations seems desirable and inevitable. Public library staff serving such nursing homes will need a sound orientation to the objectives and resources useful in these areas.

The act of voting is a significant adult act of participation in the local and national community, and is prized by most adults. Because the channels of informal communication systems through family, friends, neighbors, and group associations undergo major change as an adult enters a nursing home, some replacement of that level of information is needed. As residents of nursing homes are increasingly canvassed by local candidates for office, the need for an informed basis for choices grows, lest older residents be too easily manipulated in their voting. Public library support in or sponsorship of reading, informal discussion, or even formal presentation of candidates in the style of the League of Women Voters, seems appropriate. A major responsibility of public libraries is to activate information in the thinking and decision-making of the community, and this is an area of considerable importance not only to the residents themselves but to society as a whole.

A Final Issue

There was general agreement among both public librarians and nursing home staff that those residents with well established reading habits can benefit from a program of print and media in the nursing home environment. There is a growing perception that the capacity for or tolerance of use of print relates to the user's positive self-image and to a sense of being linked up with society. To make a test of this perception in the nursing home is a challenge, since here - if anywhere - stress, dislocation, and disorientation are almost inevitable. Some nursing home staff have felt that only those residents who have always relied upon books and media to relate to the world will continue to use them in any significant way. On the other hand, there is still the possibility that the insight and self-understanding available through books and media might reverse the deteriorating self-concept and widen the group of residents for whom these resources are meaningful. Growth and change is a characteristic of the human personality, and library resources should be given a thorough test for their capacity to provide a constructive element is a human situation known to be for most a deteriorating situation. Such a test should be a joint project of nursing home professional staff and librarians, since the supportive environment for this would depend greatly on the understanding and participation of the "librarian surrogates" within the nursing home environment.

Next Steps

This survey has provided some important detail on the use of print and media in nursing homes of Wisconsin, as well as a profile of public of public library service to older adults in the state. Perhaps more important, however, have been the insights and hypotheses which it has suggested in the process of investigation and in study of the data from the survey itself. These provide the substance of the next steps to be taken in understanding and developing this resource for living for elderly residents of nursing homes.

It follows that parallel studies of senior centers, retirement centers, and housing complexes for the elderly may offer similarly rewarding study. Replication of this study in other geographic areas, and as time changes the nursing home situations, will be important. There are no "final truths" about nursing home residents and their use of print and other media; people and resources and social climates change, and constant sensitivity and interaction between the nursing home staff and librarians will be the soundest guide to significance of that change.

APPENDIX A

Survey Questionnaire

"Use of Print and Other Media in Nursing Homes in Wisconsin"

Please return 1 copy by July 1, 1975

Return to: Prof. M.E. Monroe
Library School
University of Wisconsin
600 North Park Street
Madison, Wisconsin 53706

USE OF PRINT AND OTHER MEDIA in Nursing Homes in Wisconsin

Name of Nursing Home ______________________________

Address ____________________ City ____________________

I. General Information

A. 1. Check the level of care your facility provides:

_____ skilled care; _____ intermediate care; _____ both SCF & ICF

2. Check the association of which your facility is a member:

_____ Wisconsin Association of Municipal Homes

_____ Wisconsin Association of Nursing Homes

_____ Wisconsin Council of Homes for the Aging

B. Residents

1. Give the number of residents in your nursing home at each level of care;

______ skilled care; _______ intermediate care

2. What is the age of residents?

________ Number in 60's ________ Number in 80's

________ Number in 70's ________ Number in 90's +

3. What percentage of residents

a. ____ are ambulatory

b. ____ require a wheel chair

c. ____ are bedfast

d. ____ mental capacity impaired

e. ____ are illiterate

f. ____ can not see well enough to read

g. ____ are too deaf to hear radio or TV

h. ____ vote in local/national elections

C. Staff

1. Please indicate the total number of staff members employed in your nursing home, full-time equivalent (fte), for each category listed below.

Number (fte)		Number (fte)	
a. ________	Administrators	d. ________	Occupational Therapists
b. ________	Registered Nurses	e. ________	Activity Therapists
c. ________	Social Workers	f. ________	Other
		__________	TOTAL

I. D. Activity Rooms

1. Total number of activity rooms: ____________

2. Please indicate the number of special activity areas and/or special rooms designated for each of the following activities or services:

   a. _____ entertainment/games
   b. _____ arts and crafts
   c. _____ watching TV and/or listening to radio
   d. _____ library (book collection)

3. If you have a library indicate the housing of this library:

   a. _____ separate room
   b. _____ shelves in a multi-purpose room
   c. _____ book truck
   d. _____ other (specify) ______________

II. Physical Arrangements for Use of Books and Mass Media

A. What percentage of residents in your nursing home have reading lamps located in their rooms? (check one)

   1. _____ 0-10%
   2. _____ 10-25%
   3. _____ 25-50%
   4. _____ 50-75%
   5. _____ 75-100%

B. B. How many reading lamps (with 100 watts or higher) are provided in livingroom, lounge, recreation room areas? ____________ (number of reading lamps)

C. To what extent are residents allowed to use some of their own furniture (in addition to furniture provided by the nursing home)? (check one)

   1. all furniture may be provided by resident for his room ________
   2. some of own furniture allowed ________
   3. none of own furniture allowed ________

D. What percentage of residents store books in any of the facilities listed below?

   1. _____ night stand
   2. _____ book shelves
   3. _____ closet shelf
   4. _____ window sills
   5. _____ other (specify) ________________

III. Group Activities and Services

A. Who is responsible for organizing and/or planning group activities?

   1. _____ occupational therapist
   2. _____ activity therapist
   3. _____ social worker
   4. _____ nurse
   5. _____ volunteer
   6. _____ resident
   7. _____ other (specify) ____________________

B. 1. Total number of residents who engage in activity programs in the nursing home: ______________

2. Total number of residents who go out to activities at least once a month: ______________

III. C. For each of the kinds of scheduled group activities that are offered by your nursing home, give the number of residents who usually attend these activities:

Number attending

1. ____ music
2. ____ games
3. ____ arts and crafts
4. ____ speakers
5. ____ picnics

Number attending

6. ____ film showings
7. ____ religious services
8. ____ book/library programs
9. ____ other (specify)

____

D. Does your nursing home rely on outreach staff from other agencies to help with recreational activities? ____ yes; ____ no.

If YES, what agencies contribute to your program?

______________________________ ______________________________

______________________________ ______________________________

E. Talking Books

1. Does your nursing home utilize the Talking Book Service (records or tapes)? ____ yes; ____ no.

2. How many Talking Book Machines are on deposit in your nursing home?

Number

_____ those administered by your staff

_____ those borrowed by residents directly from the library

_____ TOTAL

3. How many residents currently would qualify to use Talking Books, by reason of

(a) sight limitations _____ (number qualifying)

(b) other physical limitations _____ (number qualifying)

4. Who is responsible for residents' use of Talking Books Machines?

a. ____ occupational therapist
b. ____ recreational therapist
c. ____ social worker
d. ____ nurse/nurse's aide
e. ____ volunteers
f. ____ other (specify)

5. What problems are related to use of Talking Books? (Explain)

F. Other Public Library Service

1. Does the public library provide any of the listed services or activities in your nursing home? (check those provided)

____ book deposit (long-term)

____ book deposit (rotated at least once a month)

____ disc or tape loans

____ film loans

____ reading magnifiers and other reading aids

____ large print books

____ bookmobile stops

____ film showings

____ music programs

____ book presentations

____ other (specify):

____

III. F. (cont.)

2. How many of the services listed above which you do not receive would you like to offer to your residents? ______________
   (star the desired services on the list above.)

3. What percentage of your residents visit the public library at least once a month? (estimate by checking once category below)

   ____ 0-10% ____ 50-75%

   ____ 10-25% ____ 75-100%

   ____ 25-50%

4. What problems are related to the services offered by the public library? What suggestions do you have to make?

IV. Use of Media

A. Television/Radio

1. How many television sets and radios are available in your facility?

	Number owned by nursing home	Number owned by residents	Number located in livingrooms or lounges
Television sets	________	________	________
Radios	________	________	________

2. Check below, the category of person who generally operates (turns on and off, tunes, changes channels or station) radios and television sets in the residents rooms, wards, or livingrooms.
   (check those most frequently doing this in each area.)

	Residents' Room	Wards (3 or more beds)	livingroom or lounge
Occupational therapist	____	____	____
Activity therapist	____	____	____
Social Worker	____	____	____
Nurse/nurse's aide	____	____	____
Volunteer	____	____	____
Resident	____	____	____
Other (specify)	____	____	____

3. On the average, how many hours per day are residents free to use television and radio in various locations?
   (Write in the number of hours in each case.)

	Residents' Room	Wards (3 or more beds)	Livingroom or lounge
Radio	____	____	____
Television	____	____	____

IV. B. Books

1. How many books are owned by your nursing home for residents' use? (Please supply the information on their currency and location.)

Location	# Books Purchased in last 5 years	# Books gifts in last 5 years	# Books deposited by residents	Total # Books of all years and sources
In a library room				
In a livingroom or lounge				
In crafts or activity room				
Other (specify)				

2. How many residents own (and have with them) more than five books?

___________ ______

3. How many residents use books? Please answer in each of the categories requested here.

_____ read by themselves

_____ have people who read to them

_____ use Talking Books

_____ read books regularly (at least three times a week)

4. Check below, the category of person who generally assists residents in obtaining a book located in the four major areas:

	Residents' Room	Wards (3 or more beds)	Livingroom or lounge	Library
a. Occupational Therapist				
b. Activity Therapist				
c. Social Worker				
d. Nurse/nurse's aide				
e. Volunteer				
f. Resident				
g. Other (specify)				

C. Newspapers and Magazines

1. How many different newspapers and magazines does your nursing home have available for residents' use?

	Regular Edition	Large Print	Recorded Tapes or Discs
Number of Magazines			
Number of Newspapers			

IV. C. (cont.)

2. What are the sources of these newspapers and magazines? (Give number in each category)

	# Newspaper Subscriptions	# Magazine Subscriptions
Purchased by home	______	______
Gifts	______	______
Loans from public library	______	______

3. How many residents regularly subscribe to magazines or newspapers on their own?

# Residents Subscribing to Magazines	# Residents Subscribing to Newspapers
______	______

4. How many residents read newspapers or magazines?

	Number
regularly read newspapers or magazines	______
occasionally read newspapers or magazines	______
never read newspapers or magazines	______

D. Below is a list of factors people have identified as related to reading and use of books and other media. From your experience, indicate for each factor whether it encourages, discourages or has relatively little influence on use of books and other media.

Indicate your rating by the following scale:
+ = encourages; - = discourages; 0 = makes little difference

____ aging
____ sight
____ hearing
____ vitality
____ mental impairment
____ mental depression
____ emotional problems
____ high income
____ education
____ life-long reading habit
____ wide range of interests
____ wide community contact

F. How many residents regularly use three or more of the five media: television, radio, books, newspapers, magazines.

Number of residents regularly using three or more media: ______ (estimate)

V. This form was completed by: (check all that apply)

____ Administrator
____ Occupational Therapist
____ Activity Worker
____ Registered Nurse
____ Social Worker
____ Other (specify)
____

APPENDIX B

Survey Questionnaire

"Study of Public Library Services to Older People in Wisconsin - 1975"

Please return 1 copy by June 27, 1975

Return to: M.E. Monroe
Library School
University of Wisconsin
600 North Park Street
Madison, Wisconsin 53706

STUDY OF PUBLIC LIBRARY SERVICES TO OLDER PEOPLE IN WISCONSIN - 1975

Name of Library ______________________________

Address ____________________ City ____________________

Name and Titles of Persons Completing the Report: ______________________________

____________________ ____________________

I. GENERAL INFORMATION ON YOUR LIBRARY

1. What percentage of your library's users are

   _____ Urban _____ Suburban _____ Rural

2. Please indicate the
   - a. Total population in the library's primary service area __________
   - b. Number of persons 65 years or older in service area __________
   - c. Number of hours library (central library) is open on weekly basis in the morning _____; afternoon _____; evening _____
   - d. Number of (full-time equivalent) employees __________
   - e. Total operating expenditures budgeted for 1975 $__________

II. PROGRAMS OR SERVICES YOUR LIBRARY NOW PROVIDES TO OLDER PEOPLE

Programs or services to be reported here should be those (1) designed specifically for older people (e.g. nursing home book deposits), or (2) capable of meeting needs of persons whose limitations or opportunities are typical of older, retired persons although they are used by other age groups as well (e.g. Books by Mail). Other programs or services, not publicized or focused on this special group should not be reported here, unless over 50% of the users are over 65 years of age.

Check the units of your library which carry out some portions of special services to older people:

_____ main library (general services)
_____ main library (special service to elderly)
_____ outreach office

_____ bookmobile
_____ branches
how many? _____

(See next page for list of services to be checked)

Categories	Check Services Offered	Number of Persons 65+ Regularly Served (est.)	Year Established
II. A. Library resources			
Books by Mail			
Deposit collections			
Film lending			
Homebound delivery (for individuals in own homes or nursing homes)			
Bookmobile stops			
Talking Books			
Large print collection			
Reading aids (magnifiers, etc.)			
Other			
B. Information and Guidance			
Information and Referral Center (related to older people)			
Independent Study			
Other			
C. Activities in the Library			
Social groups			
Book or film groups			
Subject interest group activities			
Cultural programs			
Talks about library service			
Other (specify)			
D. Activities outside the Library			
1. Programs in group homes or senior centers			
Book Talks			
Film showings			
Talks about library service			
2. Media programs			
Newspaper column			
Radio or TV programs			
3. Other (specify)			

III. COMMUNITY GROUPS OR AGENCIES RELATED TO LIBRARY'S SERVICES

A. Through what institutions or organizations do you provide services to older people? Indicate how many of each kind.

Categories	Number	Categories	Number
1. Nursing homes	____	4. Housing projects	____
2. Retirement homes	____	5. Churches	____
3. Senior Centers	____	6. Other (specify) ____________	____

B. In cooperation with what other service organizations does the library staff assess community needs for older people, plan community-wide programs or co-sponsor programs, or coordinate library services to older people?

Please (1) name the related organizations or agencies,
(2) cite frequency of your contacts,
(3) describe the kind of coordination.

IV. YOUR LIBRARY'S ASSESSMENT OF FUTURE NEEDS FOR LIBRARY SERVICES TO OLDER PEOPLE

A. What, if anything, should be done to extend your library's services to older people?

B. What are the chief barriers to expansion of your services to older people?

C. Below is a list of factors people have identified as related to reading and use of books and other media. From your experience, indicate for each factor whether it encourages, discourages or has relatively little influence on use of books and other media.

Indicate your rating by the following scale:

+ = encourages; - = discourages; 0 = makes little difference

____ aging
____ sight
____ hearing
____ vitality
____ mental impairment
____ mental depression
____ emotional problems
____ high income
____ education
____ life-long reading habit
____ wide range of interests
____ wide community contacts

V. STAFF TRAINING NEEDS ON SERVICE TO OLDER PEOPLE

Understanding the process of aging, the life tasks older people face, the range of services available to our aging population, and ways in which library resources can serve leisure as well as information needs - - - all can be helped by continuing education.

A. Please describe your library's policies concerning releasing staff for training programs on library service to older people. Does the library provide financial support for training?

B. Please estimate the number of your library staff you could realistically encourage to study library services to older people.
(Enter number of staff at each level of study applicable.)

1. In your home area
(ETN, in-service training, extension courses, etc.) ______

2. Short-term away from home area
(workshops, conferences) ______

3. Formal campus study
(advanced degree, full-time study) ______

VI. FUNDING FOR LIBRARY SERVICE TO AGING

1. a. Estimate your budged allocation for library service to aging in 1974.

Personnel	$______
Materials	$______
Transportation (bookmobile, staff travel, homebound, etc.)	$______
Other (specify) ______	$______
TOTAL	$______

b. What percentage of your total library budget does this budget for service to aging represent? ______

2. Has your library received grant funds to develop services to older people within the last ten years? ______ yes; ______ no

3. If YES, state the sources and give the years the special programs were funded.

	Source	Years	Total $ Amount
a.			
b.			
c.			
d.			